

ASTRO DIGITAL AD FORMAT

INTERACTIVE GUIDE

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AUDIO ADS



AUDIO AD (PRE & MID-ROLL)

An audio ad that appears before or during an actual audio content is playing.



MOBILE

[Click Here for Preview](#)

Audio Ad (Pre & Midroll)	
SYOK website & mobile app	
Audio	
File Format	MP3 (Recommended) (other: WAV, ACC, OGG, WMA)
File Size	20MB (Max)
Bitrate	192Kbps (Min)
Duration	Pre-roll: 30 secs only Mid-roll: 30 secs only

**Note: Available on digital radio streams & podcasts on the SYOK website (desktop & mobile web) & mobile app.*

PRE-ROLL AUDIO + COMPANION STATIC AD

An audio ad that appears before or during an actual audio content is playing accompanied by a display banner.



DESKTOP

Audio Ad + Companion Banner	
SYOK website & mobile app	
Audio	
File Format	MP3 (Recommended) (other: WAV, ACC, OGG, WMA)
File Size	20MB (Max)
Bitrate	192Kbps (Min)
Duration	Pre-roll: 30 secs only Mid-roll: 30 secs only
Companion Banner	
File Format	JPG & PNG
File Size	500KB (Max: 1MB)
Dimension (W x H)	Desktop: 800 x 600px Mobile Web: 300 x 250px

**Note: Available on digital radio streams & podcasts on the SYOK website (desktop & mobile web) & mobile app. Companion banner displays on desktop & mobile web.*

SHAKE ME™

Listeners are invited to shake or tap their phone to trigger an action while listening to an audio ad.



**Note: Listeners can interact directly with the ad without unlocking their phone or even looking at their screens.*

 [Click Here for Preview](#)

Shake Me™	
SYOK website & mobile app	
Audio	
File Format	MP3 (ecommended) (other: WAV, ACC, OGG, WMA)
File Size	20MB (Max)
Bitrate	192Kbps (Min)
Duration	Pre-roll: 30 secs only

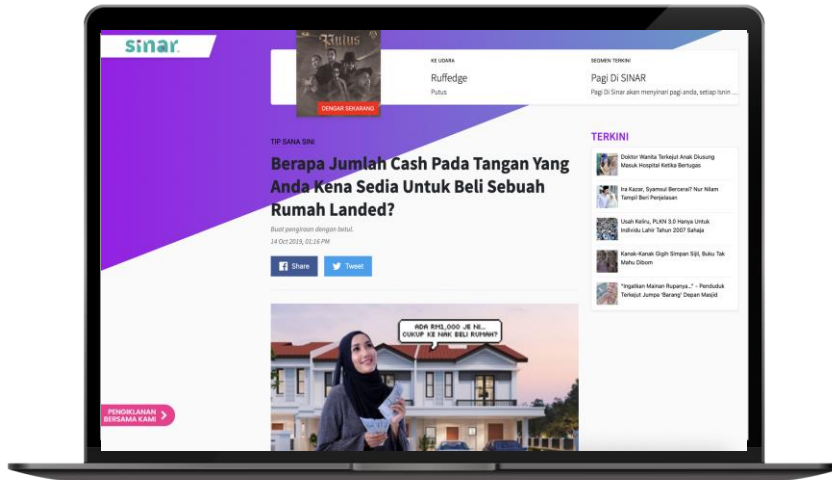
**Note: Available on digital radio streams & podcasts on the SYOK website (desktop & mobile web) & mobile app.*



BRANDED ADVERTORIAL

BRANDED CONTENT

Article write up linked to a brand and its URL for further info.



Click Here for Preview

BRANDED ADVERTORIAL



Daily AWANI EDM customisation with embedded ad placement or branded newsletter with curated content.



INFOGRAPHIC

Imagery and charts with minimal texts that give an overview of a topic. Use striking, engaging visuals to communicate information.



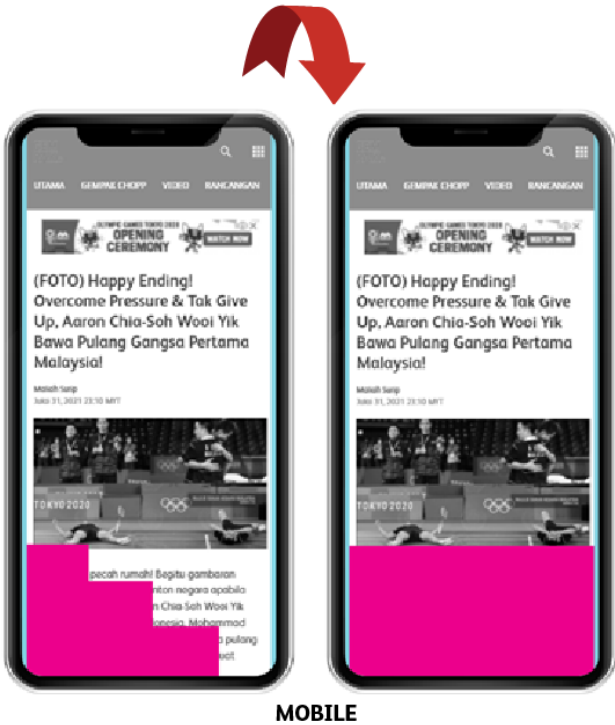
DISPLAY

(DESKTOP & MOBILE)



BLOCKS CATFISH

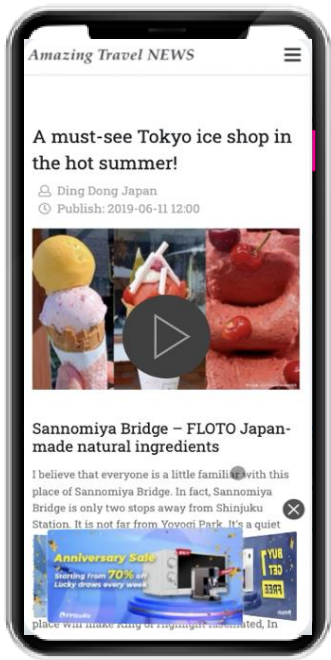
An interactive display ad forms through a blocks stacking animation.



Blocks Catfish	
Mobile	
File Format	JPG/PNG/GIF
Dimension (W x H)	640 x 220px
File Size	2MB

CAROUSEL CATFISH

An interactive display ad forms through a blocks stacking animation.



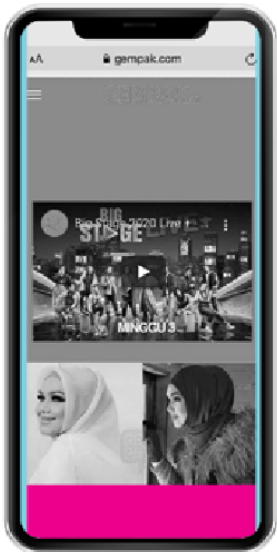
Carousel Catfish	
Mobile	
File Format	JPG/PNG/GIF
File type	3 sets of images (2 images per set)
Landing Page URL	Max 3 links
File Size	2MB
Catfish	
Dimension (W x H)	600 x 300 (*3 links) Bottom card image 2:1 ratio
Interstitial	
Dimension (W x H)	400 x 640 (*3 links) Bottom card image 2:1 ratio

CATFISH

Banner ad appears horizontally at the bottom of the page.



DESKTOP



MOBILE

Catfish		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	980 x 90px	320 x 50px
File Size	Less than 500KB	Less than 500KB
Animation	15 secs	15 secs
Third Party Ad Serving	No	No
Third Party Ad Tracking	Impression & click tracking	Impression & click tracking

CONTENT TILE AD

Square banner in a tile-based arrangement at the promo highlights section of a website.



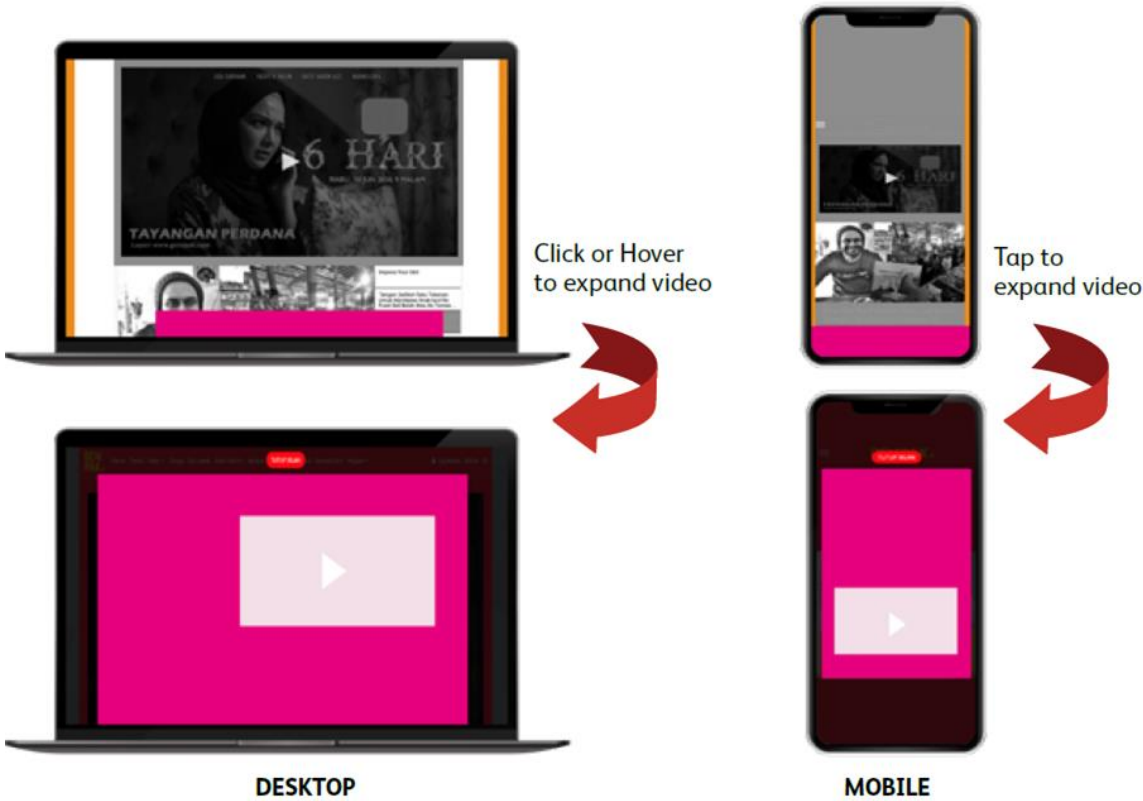
DESKTOP

MOBILE

Content Tile Ad		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	255 x 255px	150 x 150px
File Size	500KB	500KB
Animation	Yes	Yes
Looping	Yes	Yes

EXPANDABLE CATFISH

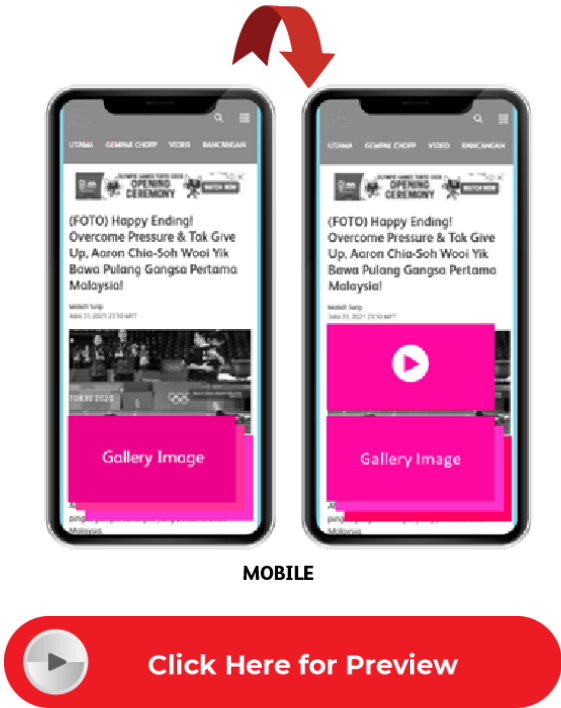
Expandable ad when a user engages with the ad.



Expandable Catfish		
	Desktop	Mobile
File Format	HTML5, GIF/ JPEG, 3 rd Party Ad Tag	HTML5, GIF/ JPEG, 3 rd Party Ad Tag
Dimension (W x H)	640 x 480px	400 x 300px
File Size	Video size less than 10MB	Video size less than 10MB
Video	MP4, MOV, VAST, VPAID	MP4, MOV, VAST, VPAID
Video Aspect Ratio	16:9, 4:3	16:9, 4:3
Duration	30 secs	30 secs

GALLERY CATFISH

An interactive display ad in the form of a gallery to browse for more info & supported with a video ad.



Gallery Catfish	
Mobile	
Gallery Image	
File Format	JPG/PNG/GIF
Dimension (W x H)	640 X 220px
File Size	2MB
Video	
File Format	MP4
Aspect Ratio	16:9
File Size	5MB
Duration	30 secs
Engagement Icon	
For video play usage only	
File Format	JPG/PNG/GIF
Dimension (W x H)	40 x 40px
File Size	2MB
Landing Page URL	4 URLs (3 cards & 1 video)

HALF PAGE

Display ad that directs the viewer’s attention to the advertising message.



DESKTOP



MOBILE

Half Page		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	300 x 600px	300 x 600px
File Size	500KB	500KB
Animation	Yes	Yes
Looping	Yes	Yes

IN-IMAGE AD

A display ad perfectly overlays on the main visual of an article.



DESKTOP



MOBILE



In-image		
	Desktop	Mobile
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	700 x 90px (Safe space: 569 x 90px)	438 x 63px (Safe space: 320 x 63px)

IN-IMAGE BUTTON

A display ad perfectly overlays on the main visual of an article supported with an animated button which amplifies In-Image ad message and stays visible to users while they scroll the article.



DESKTOP

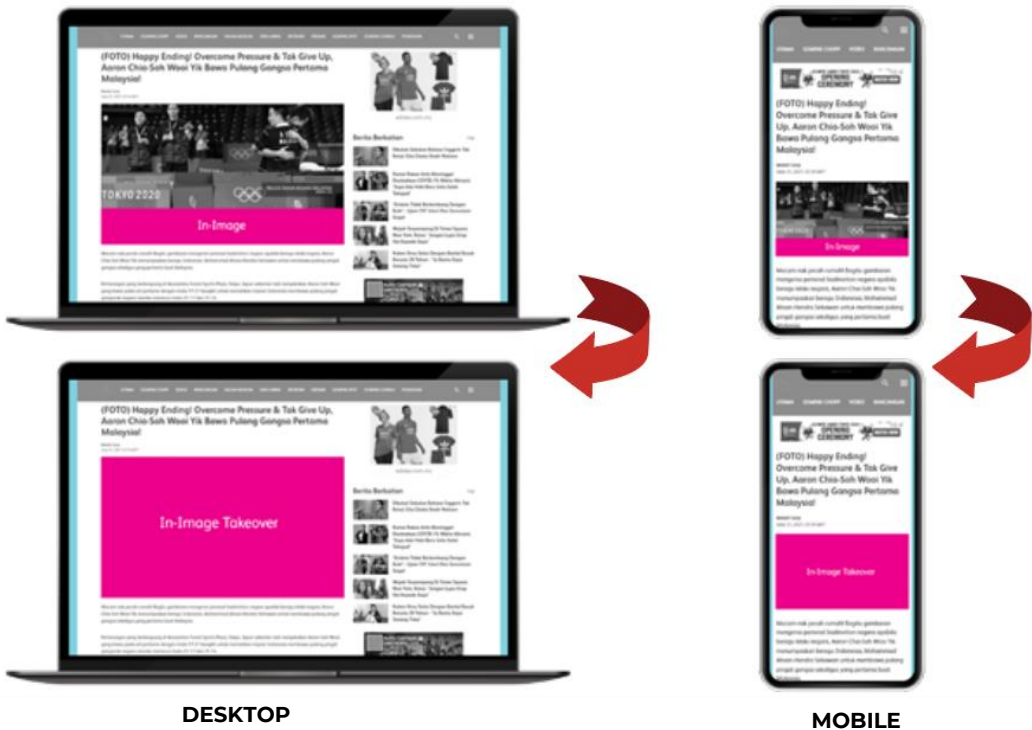
MOBILE



In-image		
	Desktop	Mobile
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	700 x 90px (Safe space: 569 x 90px)	438 x 63px (Safe space: 320 x 63px)
In-image Button		
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	100 x 100px	100 x 100px

IN-IMAGE TAKEOVER

A 3-6 secs animated display ad perfectly overlays on the entire main visual of an article before shrinking into an In-Image ad.



Click Here for Preview

Click Here for Preview

In-image		
	Desktop	Mobile
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	700 x 90px (Safe space: 569 x 90px)	438 x 63px (Safe space: 320 x 63px)
In-Image Takeover		
File Format	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)	Ai (Adobe Illustrator) or PSD (Adobe Photoshop)
Dimension (W x H)	569 x 422px	569 x 422px

IN ARTICLE EXPAND

A display ad with expanding effect animation, followed by video and image introducing the products as user scrolls down the article.





DESKTOP

MOBILE

[Click Here for Preview](#)

[Click Here for Preview](#)

In Article Expand		
	Desktop	Mobile
File Format	Animation Image: JPG/PNG/GIF Image: JPG/PNG/GIF Video: MP4	
Dimension (W x H)	Animation Image: 640 x 960 Image: 640 x 600 Video: 16:9	
File Size	Animation Image: 2MB Image: 2MB Video: max 5MB	
Landing Page	1	

INTERSTITIAL (STO & STO VIDEO)

Display or video ad which fills the homepage of the site and gets the viewer's attention to the advertising message.



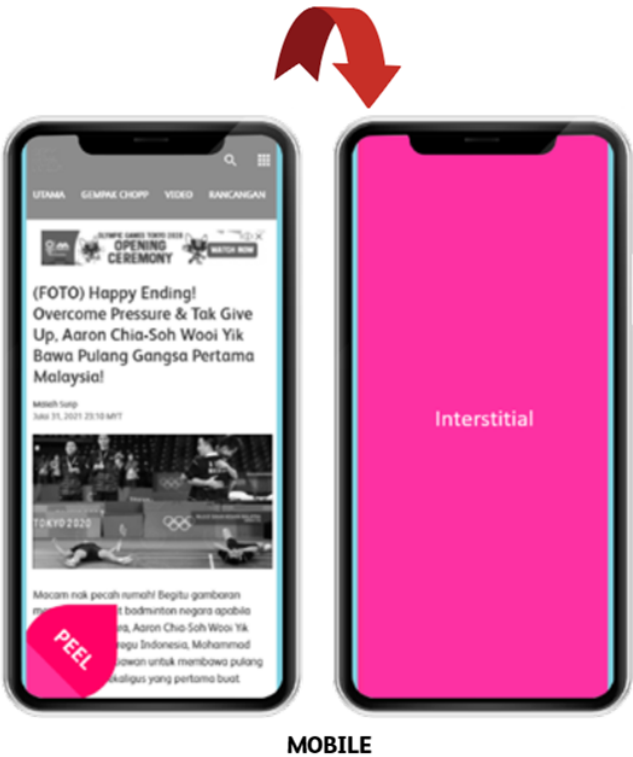
Interstitial (STO)		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	800 x 600px	320 x 480px
File Size	Less than 1MB	Less than 1MB
Animated	Yes	Yes
Looping	Yes	Yes

Interstitial (STO VIDEO)		
	Desktop	Mobile
File Format	HTML5	HTML5
Dimension (W x H)	800 x 600px	320 x 480px
File Size	10MB	10MB
Video Format	MP4	MP4

**Available on SYOK and Astro AWANI mobile apps.*

INTERSTITIAL PEEL

An Interstitial ad with the interaction of peeling to reveal it.



 [Click Here for Preview](#)

Interstitial Peel	
	Mobile
File Format	JPG/PNG/GIF
Dimension (W x H)	640 x 1280px
File Size	2MB
Landing Page URL	1 URL

INTERSTITIAL CHOICE

An Interstitial ad with the interaction of making a choice between 2 choices by revealing 2 different advertising messages.



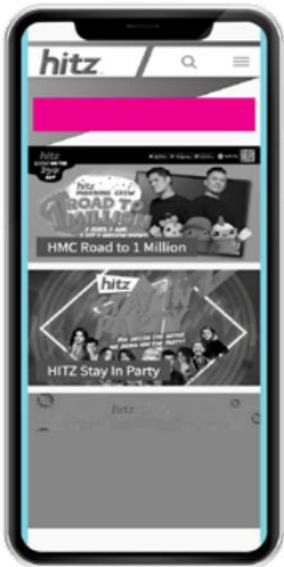
Interstitial Choice	
	Mobile
File Format	JPG/PNG/GIF
Dimension (W x H)	1080 x 1920px
File Size	2MB
Landing Page URL	3 URL

LEADERBOARD

Display banner.



DESKTOP



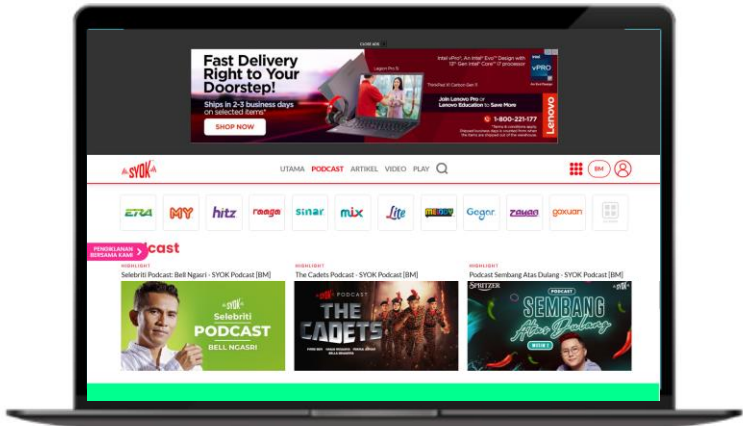
MOBILE

Leaderboard		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	728 x 90px, 970 x 90px, 900 x 90px	320 x 50px
File Size	500kb	500kb
Animated	Yes	Yes
Looping	Yes	Yes

**Available on both SYOK and Astro AWANI mobile apps.*

MASTHEAD

A visual piece at the top of a homepage.



DESKTOP



MOBILE

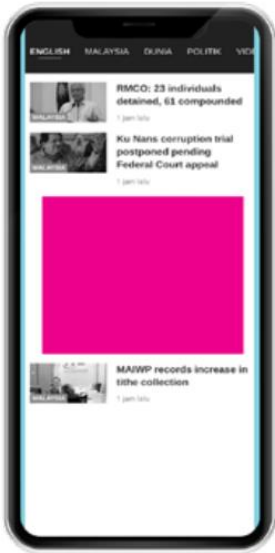
Masthead		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	970 x 250px	300 x 300px
File Size	Less than 1MB	Less than 1MB
Animated	Yes	Yes
Looping	Yes	Yes

MEDIUM RECTANGLE

Display Banner.



DESKTOP



MOBILE

Medium Rectangle		
	Desktop	Mobile
File Format	JPG/GIF/PNG/HTML5	JPG/GIF/PNG/HTML5
Dimension (W x H)	300 x 250px	300 x 250px
File Size	500KB	500KB
Animated	Yes	Yes
Looping	Yes	Yes

**Available on both SYOK and Astro AWANI mobile apps.*

MOBILE PEEL CATFISH

An Interstitial ad with the interaction of peeling to reveal it.



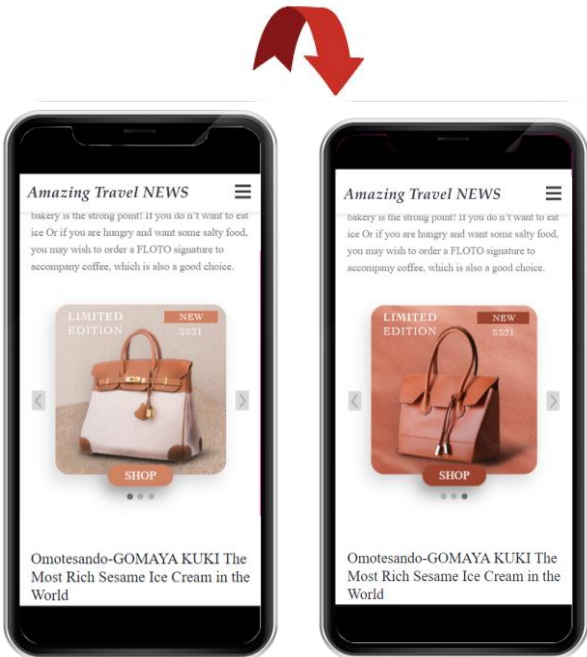
MOBILE

 [Click Here for Preview](#)

Mobile Peel Catfish	
	Mobile
File Format	Catfish Image: JPG/PNG/GIF Interstitial Image: JPG/PNG/GIF Video: MP4
Dimension (W x H)	Catfish Image: 640 x 220 Interstitial Image: 640 x 1280 Video: 16:9
File Size	Catfish Image: 2MB Interstitial Image: 2MB Video: < 5MB
Landing Page	1

MOBILE 3D CAROUSEL (IMAGE/VIDEO)

An interactive display ad that combines multiple videos or images in a carousel format.



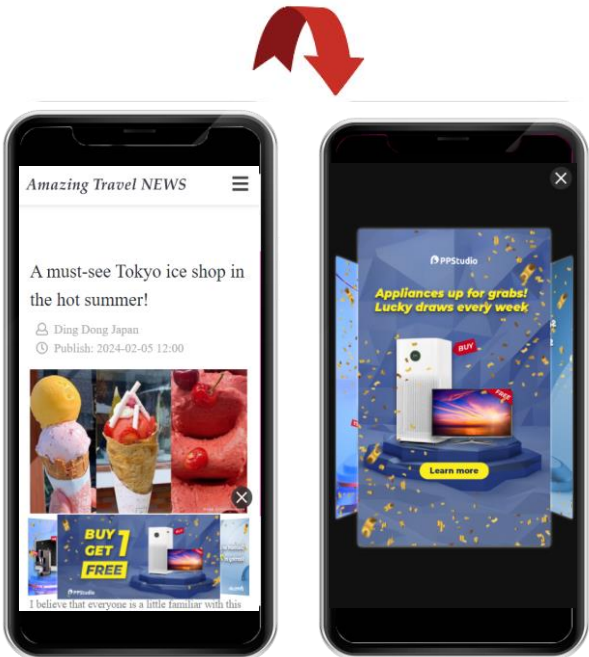
MOBILE

 [Click Here for Preview](#)

Mobile 3D Carousel (Image/Video)	
	Mobile
File Format	Foreground Video for a Card (Option): MP4 Foreground Banner Image for a Card (Option): JPG/PNG/GIF Sticky Card Banner (Optional): JPG/PNG/GIF
Dimension (W x H)	Foreground Video for a Card (Option): 16:9 (*1) / 4:3 (*1) Foreground Banner Image for a Card (Option): 300 x 300 (*1) / 600 x 600 (*1) Sticky Card Banner (Optional): 300 x 300 (*1) / 150 x 150 (*1)
File Size	Foreground Video for a Card (Option): < 5MB Foreground Banner Image for a Card (Option): 2MB Sticky Card Banner (Optional): 2MB
Call to action	Text : 15 single bytes (1 Chinese Characters = 2 single bytes) Text and Button color : HEX color codes
Landing Page	1 per Card

MOBILE CYCLONE CATFISH

An interactive display ad that combines multiple images in a catfish format, which triggers into Interstitial ad when user swipes it.



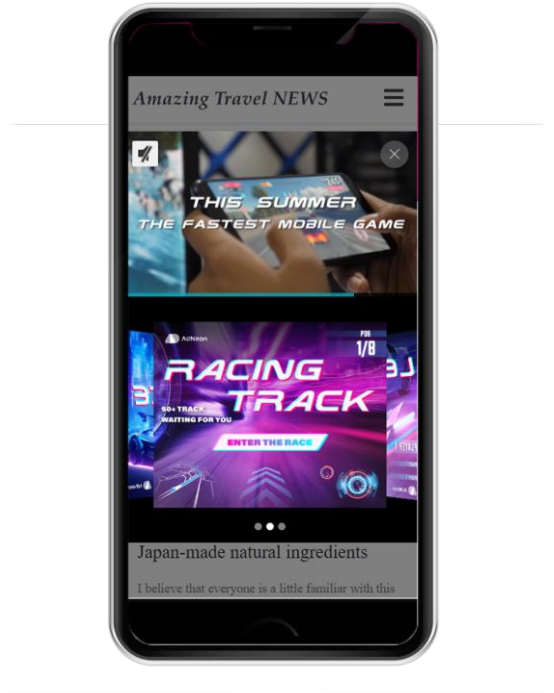
MOBILE



Mobile Cyclone Catfish	
	Mobile
File Format	Bottom Image: JPG/PNG/GIF Interstitial Image: JPG/PNG/GIF
Dimension (W x H)	Bottom Image: 600 x 300 Interstitial Image: 400 x 640
File Size	Bottom Image: < 2MB Interstitial Image: < 2MB
Additional Info	3 sets of images (2 images for each set)
Landing Page	1 per Set

MOBILE INTERSTITIAL CYCLONE

An Interstitial ad that combines a top banner/video with carousel images at the bottom.



MOBILE

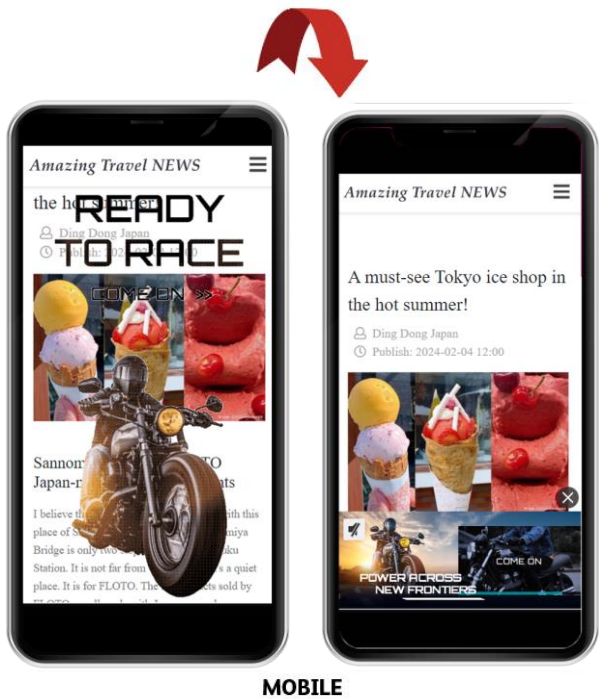


[Click Here for Preview](#)

Mobile Interstitial Cyclone	
	Mobile
File Format	Top Image (Option): JPG/PNG/GIF Top Video (Option): MP4 Bottom Carousel Card (2 or 3 images): JPG/PNG/GIF
Dimension (W x H)	Top Image (Option): 640 x 360 Top Video (Option): 16:9 Bottom Carousel Card (2 or 3 images): 500 x 400
File Size	Top Banner: 2MB Top Video (Option): max 5MB Bottom Carousel Card (2 or 3 images): 2MB
Landing Page	1 per Image 1 for Video

MOBILE OVERLAY CATFISH

An interactive display ad with Interstitial animation followed by catfish.



 [Click Here for Preview](#)

Mobile Overlay Catfish	
	Mobile
File Format	Interstitial Image: JPG/PNG/GIF Catfish Image: JPG/PNG/GIF Bottom Video (Optional): MP4
Dimension (W x H)	Interstitial Image: 640 x 1280 / 640 x 640 / 640 x 430 Catfish Image: 750 x 300 Bottom Video (Optional): 16:9 / 4:3
File Size	Interstitial Image: 2MB Catfish Image: 2MB Bottom Video (Optional): max 5MB
Landing Page	1

MOBILE PULL CATFISH

An interactive ad with the interaction of pulling to reveal it.



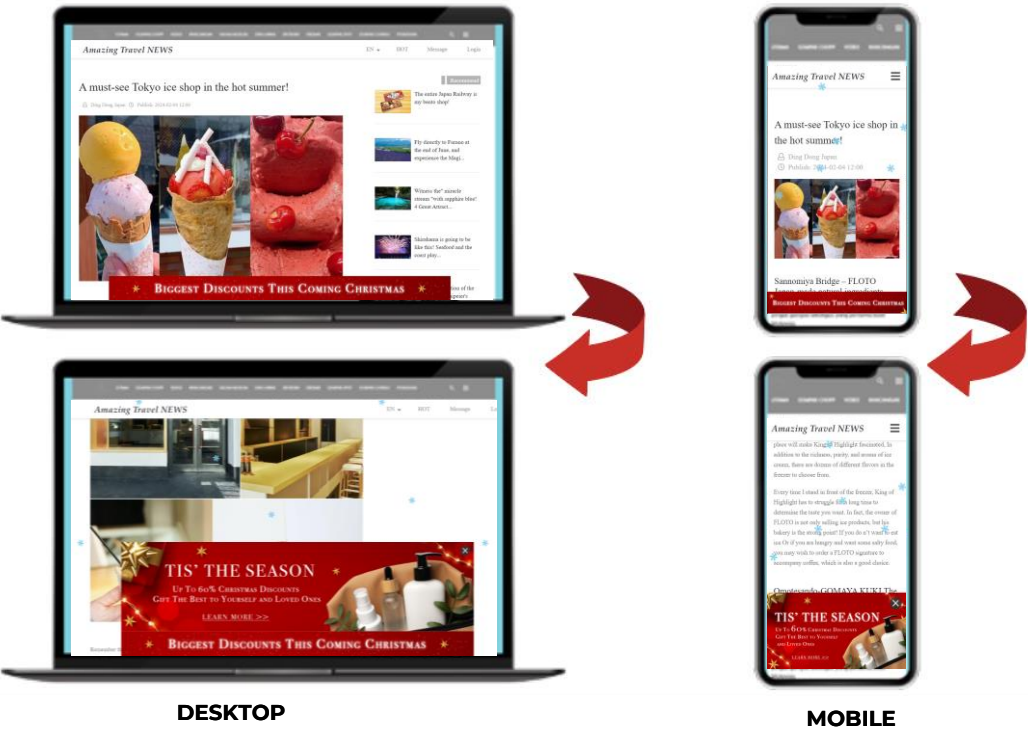
MOBILE



Mobile Pull Catfish	
	Mobile
File Format	Catfish Image: JPG/PNG/GIF Interstitial Image: JPG/PNG/GIF
Dimension (W x H)	Catfish Image: 640 x 360 Interstitial Image: 640 x 1280
File Size	Catfish Image: 2MB Interstitial Image: 2MB
Landing Page	1 for Catfish 1 for Interstitial

OVERLAY METEOR

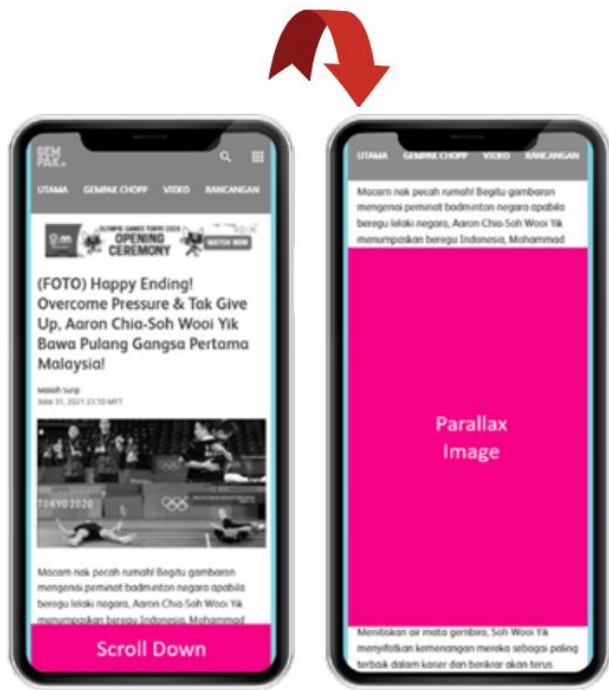
An interactive ad with meteor effect, available as an add on media buy on any current display ad format.



Overlay Meteor		
	Desktop	Mobile
File Format	JPG/PNG/GIF	
Dimension (W x H)	Recommended: 256 x 256	
Landing Page	N/A	
Additional Info	Bundle / Add on media buy on any current display ad format and having the meteor effect with client's brand logo / product	

PARALLAX

A display ad appears within an article seamlessly as the user scrolls to read it more.



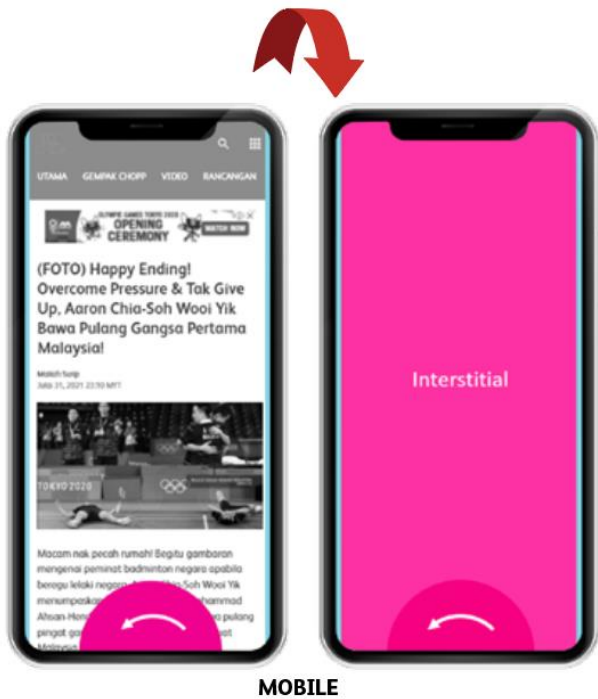
MOBILE

 [Click Here for Preview](#)

Parallax	
	Mobile
Interstitial Image	
File Format	JPG/PNG/GIF
Dimension (W x H)	640 x 1280px
File Size	2MB
Landing Page URL	1 URL

SPINNING CATFISH

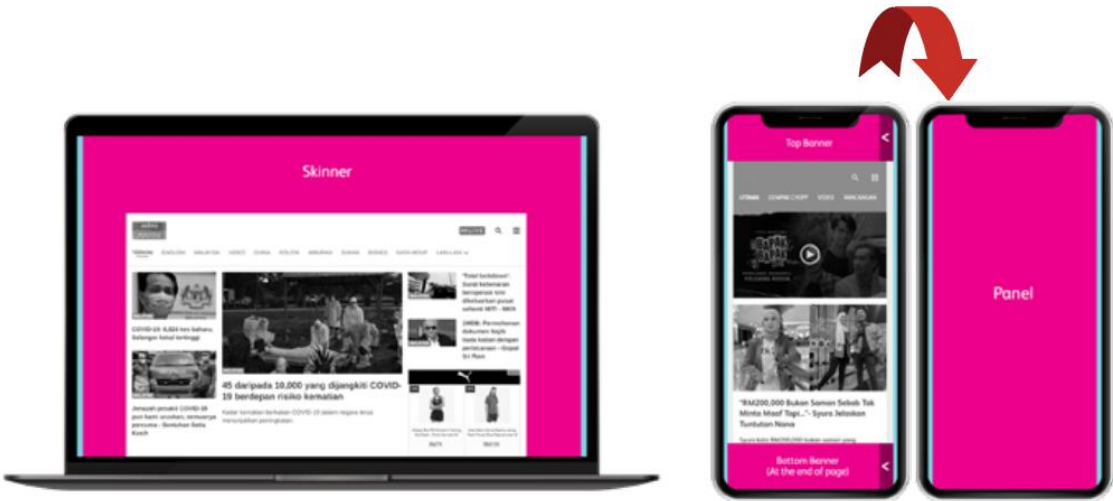
An interactive display ad in the form of a spinner wheel to browse for more info & takeover the entire screen with an Interstitial ad.



Spinning Catfish	
	Mobile
Spin Image	
File Format	JPG/PNG/GIF
Dimension (W x H)	600 x 300
File Size	2MB
Interstitial Image	
File Format	JPG/PNG/GIF
Dimension (W x H)	320 x 480
File Size	2MB
Landing Page URL	1 per Set

SKINNER (STANDARD)

High impact display ad wrapping the entire website.



DESKTOP

MOBILE



Click Here for Preview



Click Here for Preview

Skinner (Standard)		
	Desktop	Mobile
File Format	Ai (Adobe Illustrator) / PSD (Adobe Photoshop)	Ai (Adobe Illustrator) / PSD (Adobe Photoshop)
Dimension (W x H)	Dimensions of image: 1920 x 1080px Visible Top Dimension: 1000 x 250px (4:1) Visible Left / Right Dimensions: 460 x 1080 (Safe Area: 170 x 1080) Video (Optional): 16:9 (less than 30 sec)	Dimensions of image: 750 x 1334px Top Image (Transparent): 750 x 220px Footer Image (Transparent): 750 x 200px Video (Optional): 16:9 (less than 30 sec)
File Size	Overall assets weight should be less than 4MB Video (Optional): less than 3MB	Overall assets weight should be less than 4MB Video (Optional): less than 3MB

SKINNER (GALLERY)

High impact display ad wrapping the entire website.



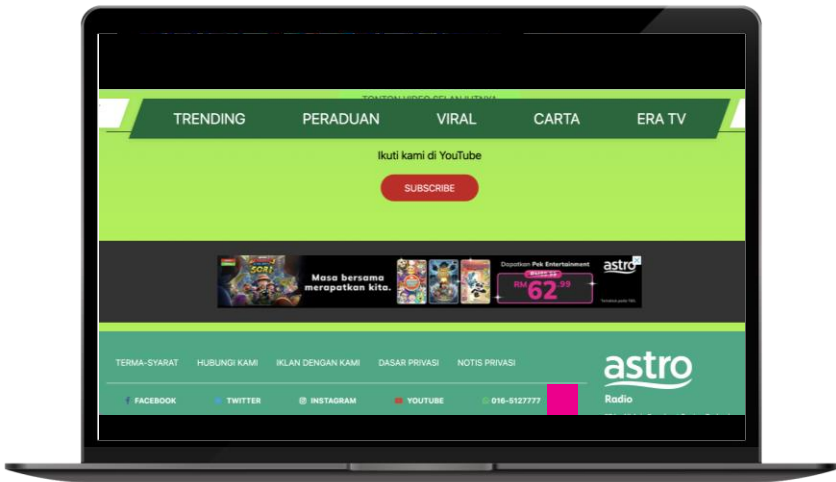
DESKTOP



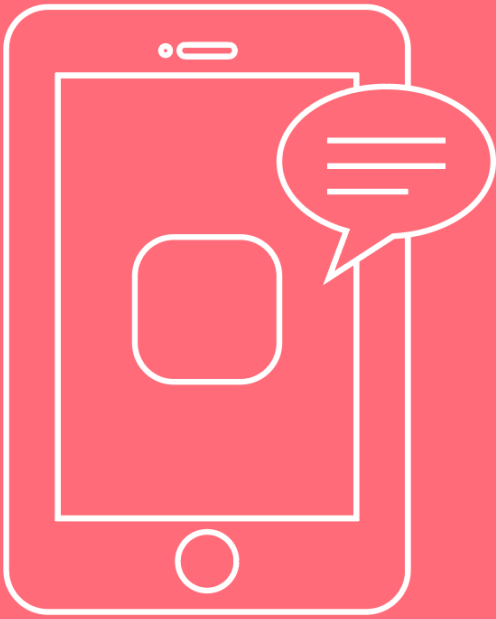
Skinner (Gallery)	
	Desktop
File Format	Ai (Adobe Illustrator) / PSD (Adobe Photoshop)
Dimension (W x H)	Dimensions of image: 1920 x 1080px Visible Top Dimension: 1000 x 250px (4:1) Visible Left / Right Dimensions: 460 x 1080 (Safe Area: 170 x 1080) Carousel (up to 5 images): 80 x 200px (2:5) Video (Optional): 16:9 (less than 30 sec)
File Size	Overall assets weight should be less than 4MB Video (Optional): less than 3MB
Remarks	Support multiple click URLs

WEBSITE FOOTER

Website footer with brand's logo featured.



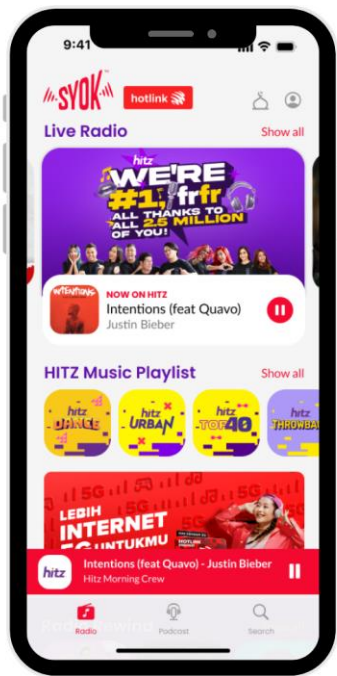
Website Footer	
	Logo / Icon
File Format	PNG / SVG
Dimension (W x H)	38 x 38
Animated	No



MOBILE APP

BRANDING LOGO

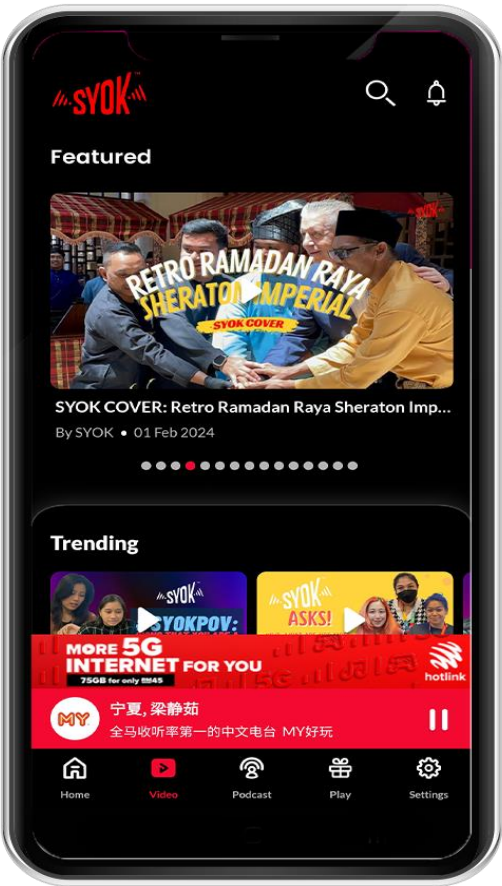
A clickable asset to feature a brand/product that remains on the app's homepage when scrolled vertically.



Branding Logo	
	Mobile
File Format	PNG
Dimension (W x H)	430px x 150px
File Size	500KB
Animation	No
Looping	No

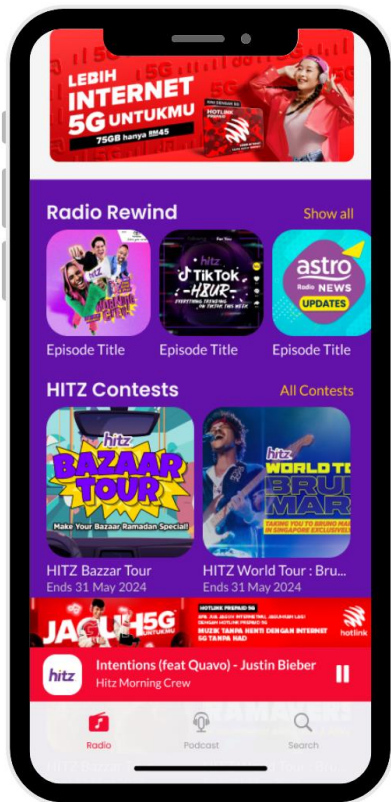
FEATURE VIDEO

Brand's sponsored video will be situated in the "Featured" section for better eyeball exposure.



STICKY BANNER

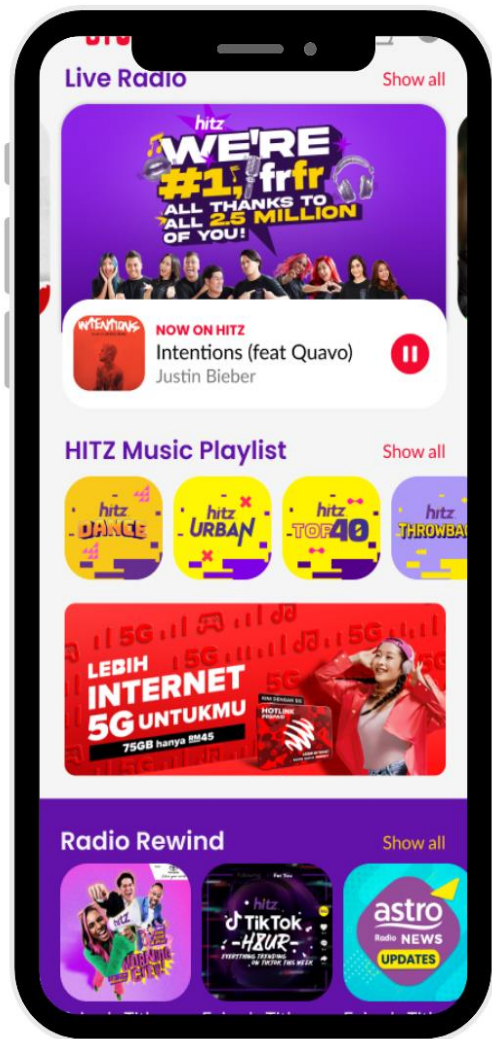
A clickable asset to feature a brand/product that remains on the app's homepage above the player.



Sticky Banner	
	Mobile
File Format	JPG/PNG
Dimension (W x H)	428px x 60px
File Size	500KB
Animation	No
Looping	No

INTERACTIVE BANNER AD

A clickable asset to feature a brand/product that remains on the app's homepage.



Interactive Banner Ad	
	Mobile
File Format	JPG/PNG
Dimension (W x H)	350px x 150px
File Size	500KB
Animation	No
Looping	No

PLAYER BANNER

A non clickable banner that appears above the player on the App's player



Player Banner	
	Mobile
File Format	JPG/PNG
Dimension (W x H)	320 x 140px
File Size	500KB
Animation	No
Looping	No

PUSH NOTIFICATION

Notification sent to app users upon request. Available for premium advertisers.

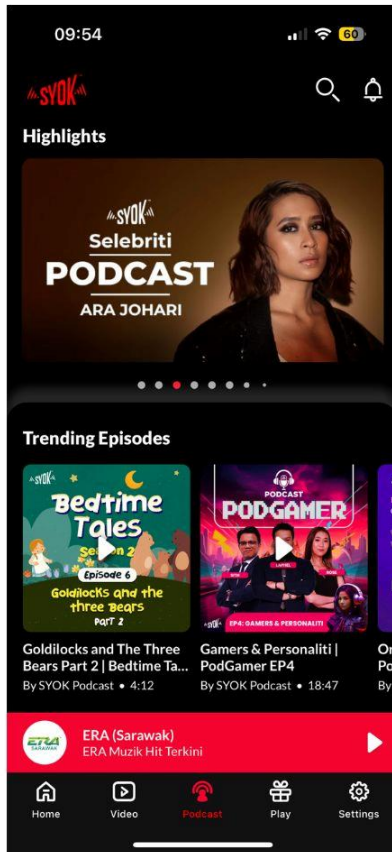


PUsh Notification	
	Mobile
File Format	JPG/PNG
Dimension (W x H)	640px x 360px
File Size	500KB
Animation	No
Looping	No

PODCAST (includes Intro, Outro and Cover Image)

Audio branded content series.

SYOK PODCAST



SEQUENTIAL MESSAGING

Various audio ad placements sequentially in different ad breaks for effective storytelling.



Ad 1
Join us at the Asia Music festival



Ad 2
Bring 3 of your friends to the festival



Ad 3
Spend a min of RM30 to meet BTS!

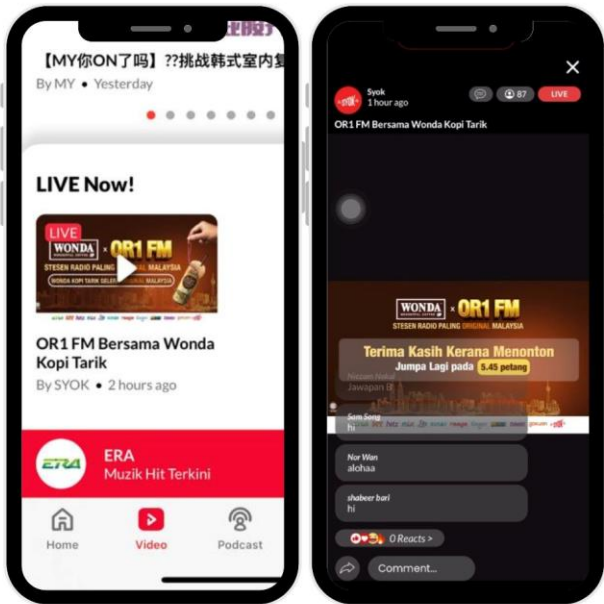


Sequential Messaging	
SYOK Website & Mobile App	
Audio	
File Format	MP3 (Recommended) (other: WAV, ACC, OGG, WMA)
File Size	20MB (MAX)
Bitrate	192Kbps (Min)
Duration	Pre-roll: 30 secs only Mid-roll: 30 secs only

**Note: Available on digital radio streams & podcasts on the SYOK website (Desktop & mobile web) & mobile app.*

SYOK LIVE

Introducing SYOK's new Video Live Stream feature! It lets you share live content and chat directly with the SYOK audience in real-time. Engage and connect instantly!



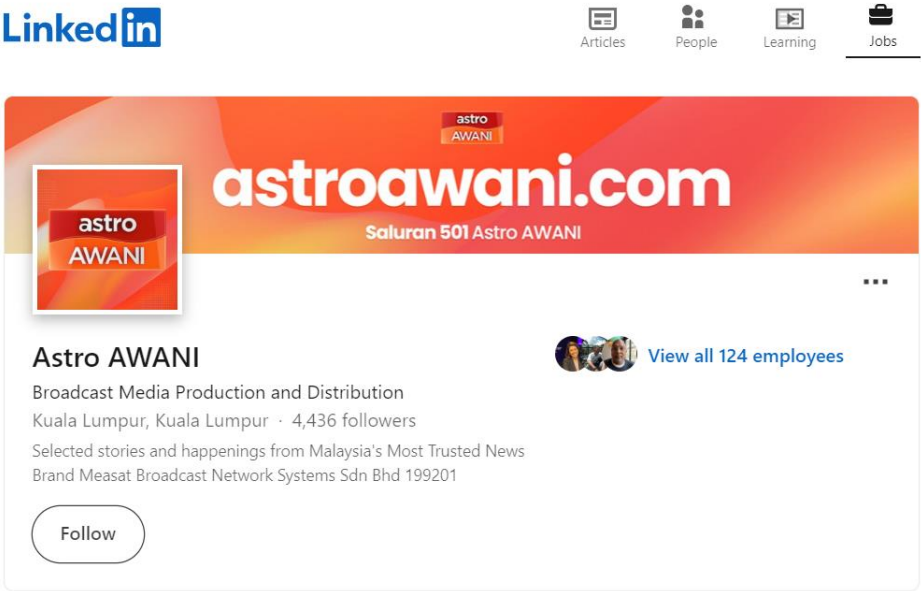
SYOK Live	
	Mobile
Thumbnail Image	
File Format	JPG/PNG
Dimension (W x H)	640 x 360px
File Size	500KB
Animation	No
Looping	No

SOCIAL MEDIA



AWANI LINKEDIN

Audio branded content series.



AWANI LinkedIn		
	Video Ads	Image Ads
File Format	MP4	JPG/GIF/PNG
File Size	200MB (Max)	5MB (Max)
Duration	3 secs to 30 mins (recommended <15secs)	-
Ratio	4:5, 9:16, 16:9, 1:1	1.91:1, 1:1, 2:3, 4:5
Dimension	360 – 1920px	1200 x 627px
Introductory Text	Up to 150 characters	Up to 150 characters
Headline	Up to 70 characters	Up to 70 characters

FACEBOOK ALBUM (up to max 5 images)

A compilation of photos in an album from a brand’s Facebook account.



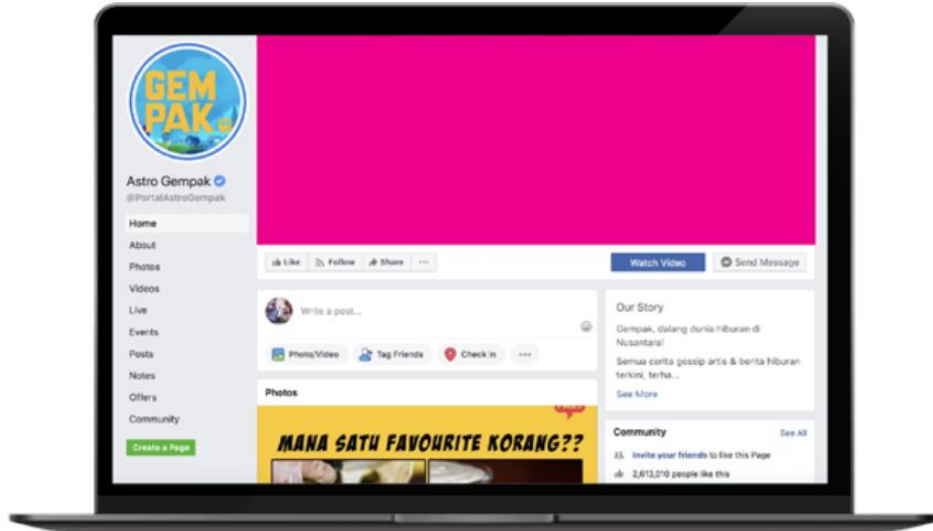
FACEBOOK CANVAS AD

Mobile-optimised and designed to capture the complete attention of the audience. Users can swipe through carousels in a single ad.



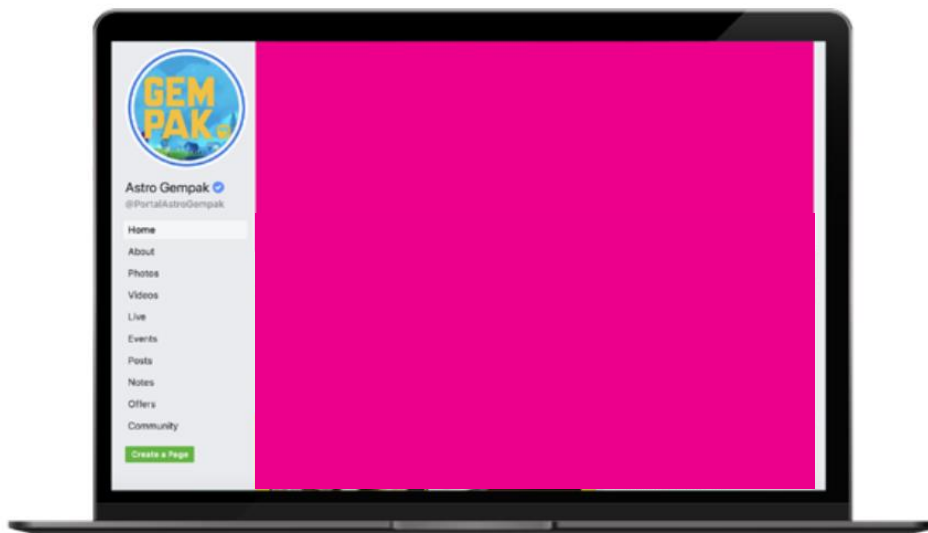
FACEBOOK COVER PHOTO

A visual piece at the top of a Facebook homepage. It is a nearly-screen width banner image.



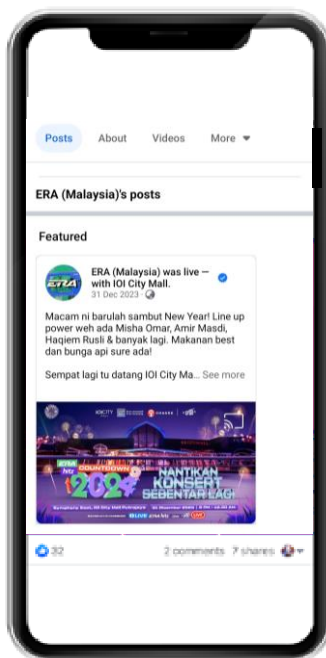
FACEBOOK EVENT PAGE

Facebook event page.



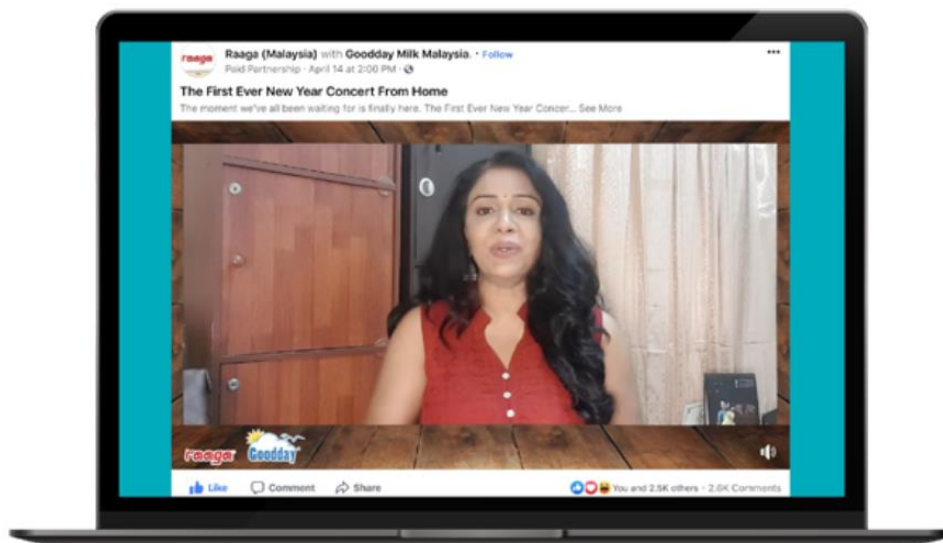
FACEBOOK FEATURED POST (pinned post)

A Pinned-To-Top post is a status update that is selected to stay on top of the timeline.



FACEBOOK LIVE

Live video broadcast via Facebook to broadcast a conversation, performance, Q&A or virtual event.



FACEBOOK POST

Message posted on the account's timeline targeted to the audience.



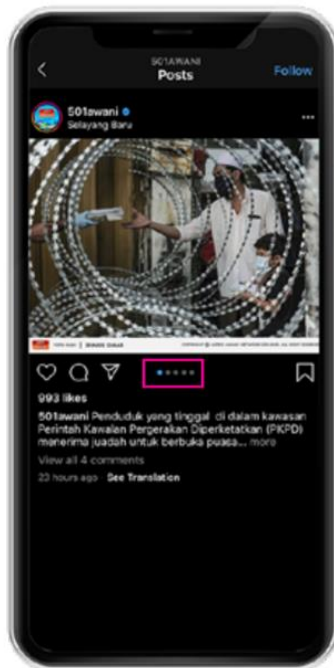
FACEBOOK STORY

A feature on Facebook that allows the account to post multiple photos or videos and will appear in a "slideshow format". Audiences can also engage with the story.

Facebook Story		
	Image Ads	Video Ads
File Format	JPG/PNG	MP4/MOV
File Size	30MB (Max)	4GB (Max)
Ratio	9:16 to 1.91:1	9:16 and 4:5 to 1.91:1
Duration	-	Max 2 mins *recommended 15s
Dimension	1080 x 1080px (Mix 500px) *Consider leaving roughly 14% of the top and 20% of the bottom of the image free from text, logos or other creative elements to avoid covering these elements with UI elements such as the call to action	
Primary Text	125 characters	
Headline	40 characters	

INSTAGRAM CAROUSEL (up to max 5 images)

Instagram's format of a post that combines multiple images in one post. Maximum 5 images.



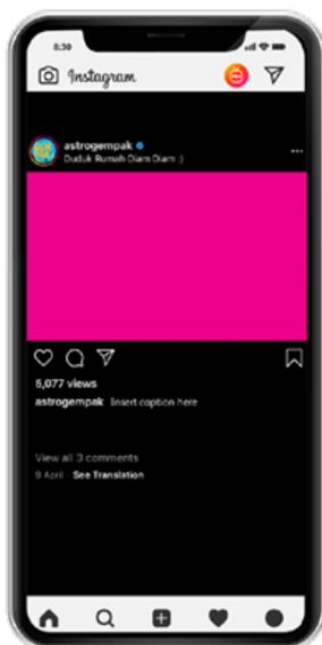
INSTAGRAM LIVE

A feature on Instagram Stories that allows the account to stream videos to followers and engage with them in real time.



INSTAGRAM POST (one image/video/reels – up to 60 sec)

An image or video posted on the account's feed. It is targeted to the account's followers.



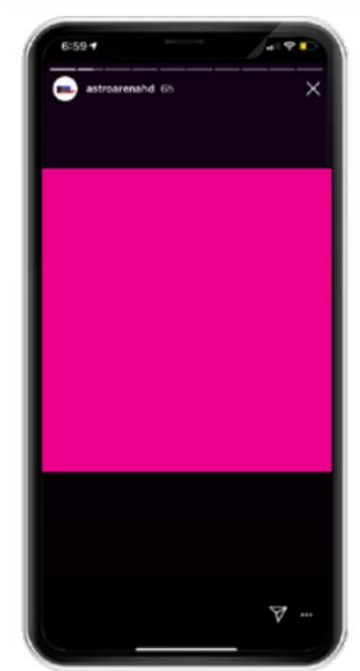
INSTAGRAM STORY

A feature on Instagram that allows the account to post multiple photos or videos and will appear in a "slideshow format". Audiences can also engage with the story.



INSTAGRAM REELS (up to 15 minutes)

A video posted on the account’s feed. It is targeted to the account’s followers.



Instagram Reels	
File Format	MP4/MOV
File Size	4GB (Max)
Ratio	9:16
Resolution	Min 500 x 888px
Video Captions	Optional, but recommended
Video Sound	Optional, but strongly recommended
Primary Text	72 characters

Instagram Video (up to 60 minutes)

A video posted on the account’s feed. It is targeted to the account’s followers.



Instagram Video	
File Format	MP4/MOV
File Size	4GB (Max)
Ratio	4:5
Resolution	Min 500 x 888px
Video Captions	Optional, but recommended
Video Sound	Optional, but strongly recommended
Primary Text	125 characters

LIVE X PACKAGE > 10 (on event day)

Live Twitter postings on event day.



X POST

Short messages on Twitter account wall targeted to the account's followers.



TIKTOK POST

Video ad that plays in TikTok “For You” page targeted to the audience.



TikTok Post	
File Format	MP4
File Size	500MB (Max)
Duration	5 to 60 secs (recommended <15secs)
Ratio (Dimension)	9:16 (min 540*960px), 16:9 (min 960*540px), or 1:1 (min 640*640px)
Description	1-100 characters / 1-50 Asian characters <i>*Does not support Emojis & special characters - "{ }" or "#"</i>

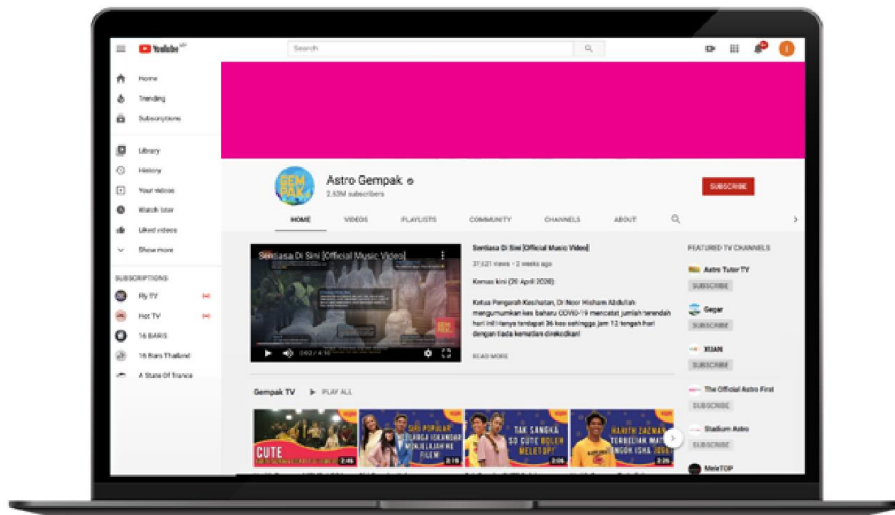
TIKTOK LIVE

Real-time content displayed on TikTok “For You” page and allows interaction with viewers.



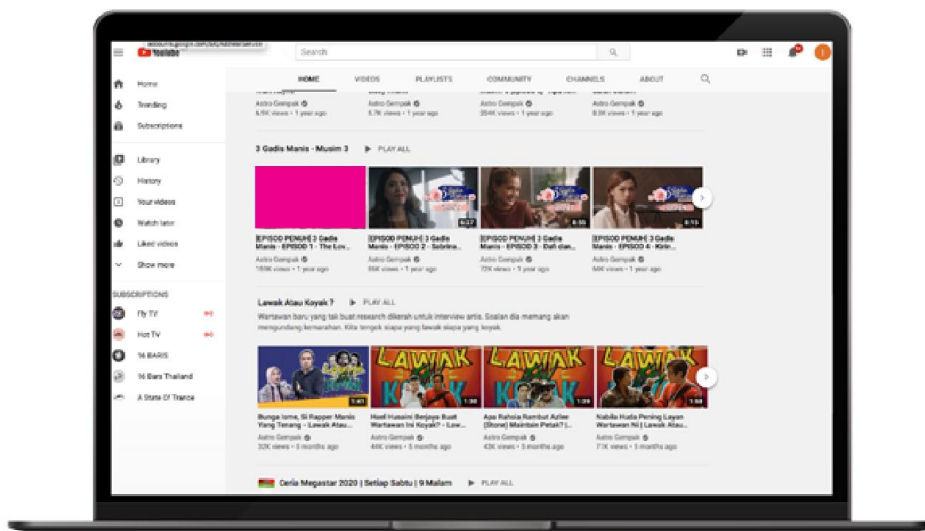
YOUTUBE CHANNEL ART

A visual piece on top of a YouTube channel homepage. It is a nearly-screen-width visual.



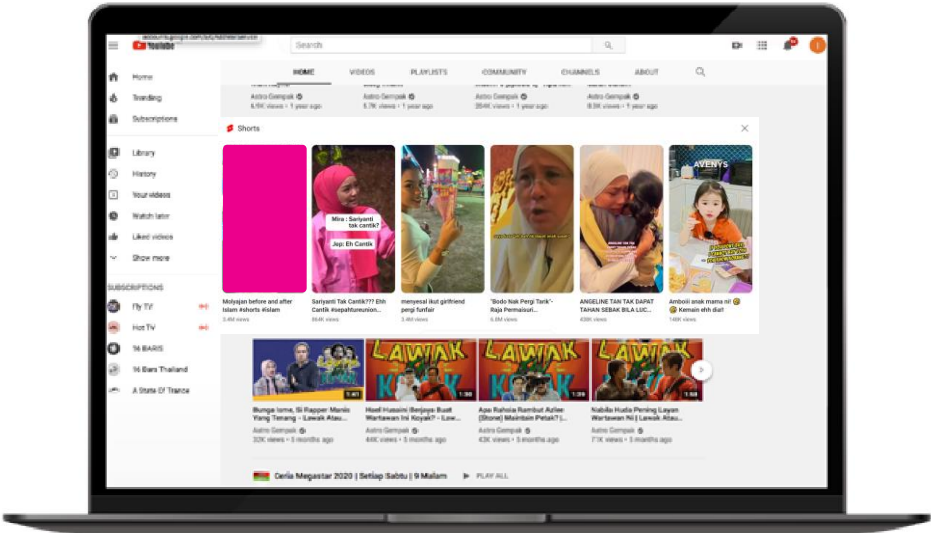
YOUTUBE VIDEO

Video uploaded to a brand's YouTube channel.



YOUTUBE SHORTS

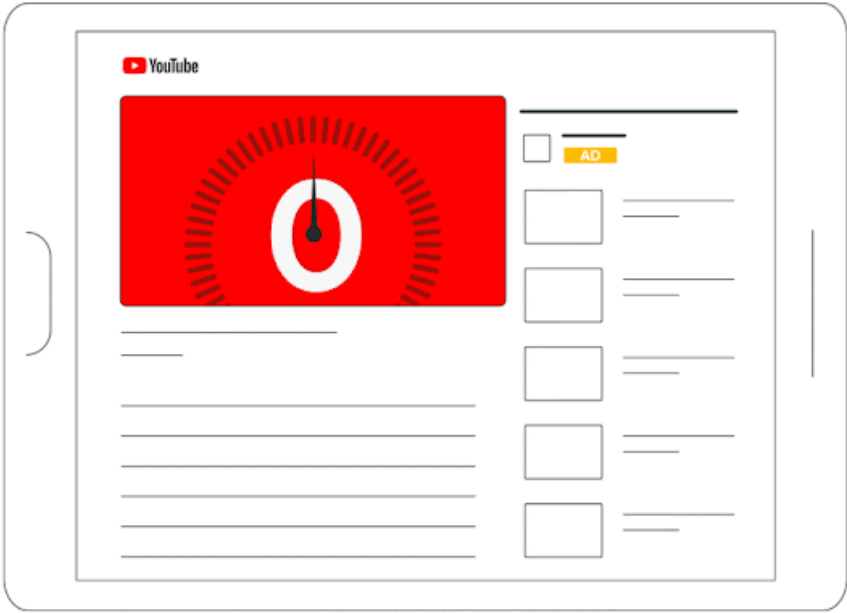
Short video posted on YouTube.



YouTube Shorts	
	Thumbnail
File Size	2GB (Max)
Ratio	16:9
Resolution	1280 x 720px (min 640px wide)
Titles	Up to 100 characters *please note that only 40 characters will be visible on the screen when viewed on the app

YOUTUBE PSP VIDEO ADS

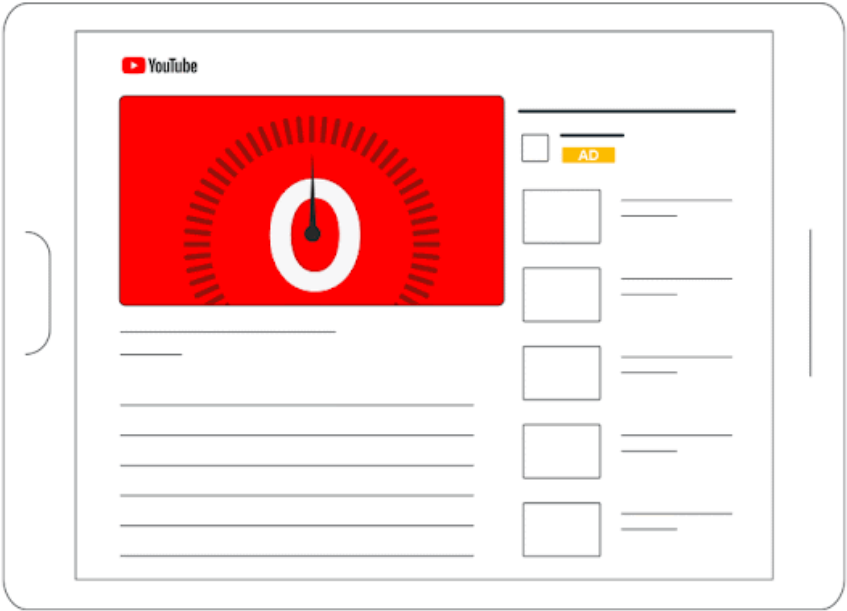
BUMPER VIDEO AD



Bumper Video Ad	
Platform	YouTube (Desktop, mobile, connected TV, embeds, video ads on GDN)
File Format	MP4
Dimension (W x H)	1920 x 1080px
Aspect Ratio (W x H)	16:9
File Size	Less than 256GB
Duration	6 secs (Max)
Remarks	Non-skippable Plays before, during or after another video.

YOUTUBE PSP VIDEO AD

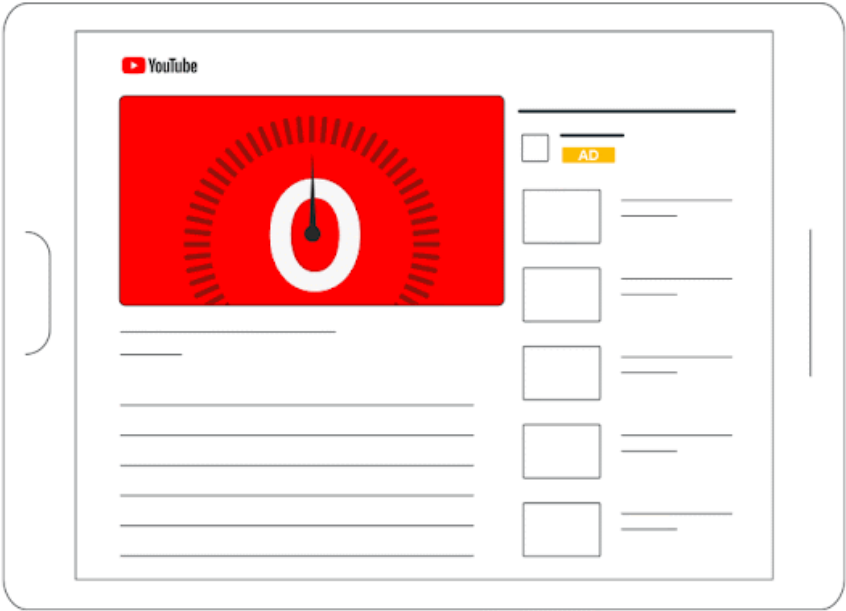
NON-SKIPPABLE VIDEO AD



Non-skippable Video Ad	
Platform	YouTube (Desktop, mobile, connected TV, embeds, video ads on GDN)
File Format	MP4
Dimension (W x H)	1920 x 1080px
Aspect Ratio (W x H)	16:9
File Size	Less than 256GB
Duration	20 secs (Max)
Remarks	Non-skippable Plays before, during or after another video

YOUTUBE PSP VIDEO AD

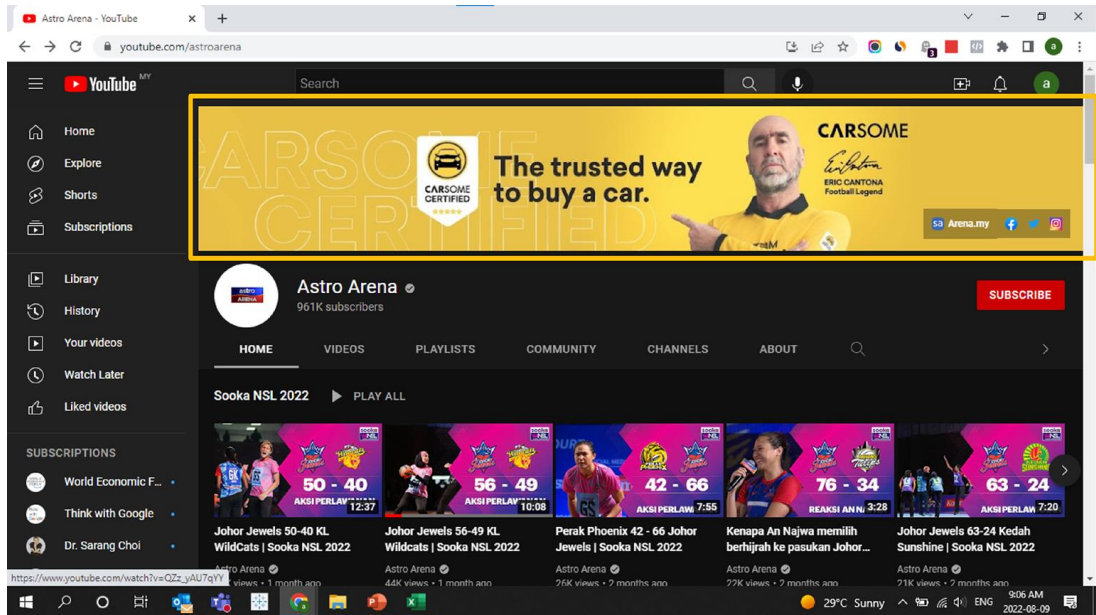
SKIPPABLE VIDEO AD



Skippable Video Ad	
Platform	YouTube (Desktop, mobile, connected TV, embeds, video ads on GDN)
File Format	MP4
Dimension (W x H)	1920 x 1080px
Aspect Ratio (W x H)	16:9
File Size	Less than 256GB
Duration	12 secs (Min) – 6 mins (Max)
Remarks	“Skip Ad” button appears after 5 secs Plays before or during a video

YOUTUBE PSP SPONSORSHIP

(BRAND INTEGRATION) - BRANDED CHANNEL ART

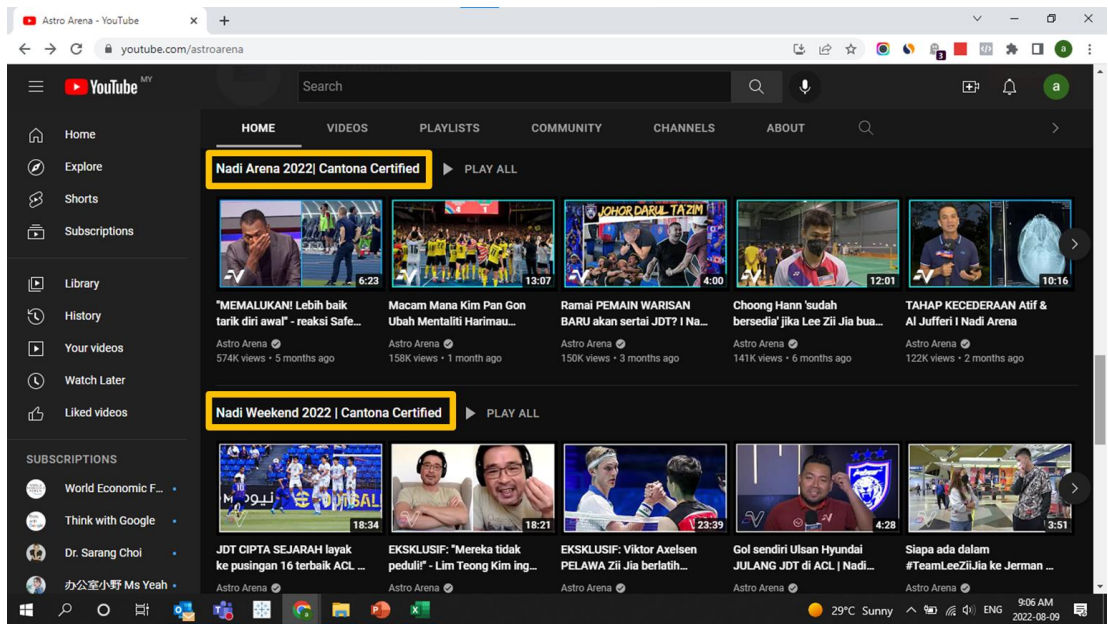


Branded Channel Art

Platform	YouTube (Desktop, mobile and connected TV)
File Format	PNG or Working files in Adobe Illustrator or Photoshop
Dimension (W x H)	2560 x 1440px (Min) Safe central area for text and logos: 1235 x 338px.
Aspect Ratio (W x H)	16:9
File Size	6MB (Max)

YOUTUBE PSP SPONSORSHIP

(BRAND INTEGRATION) - BRANDED VIDEO PLAYLIST

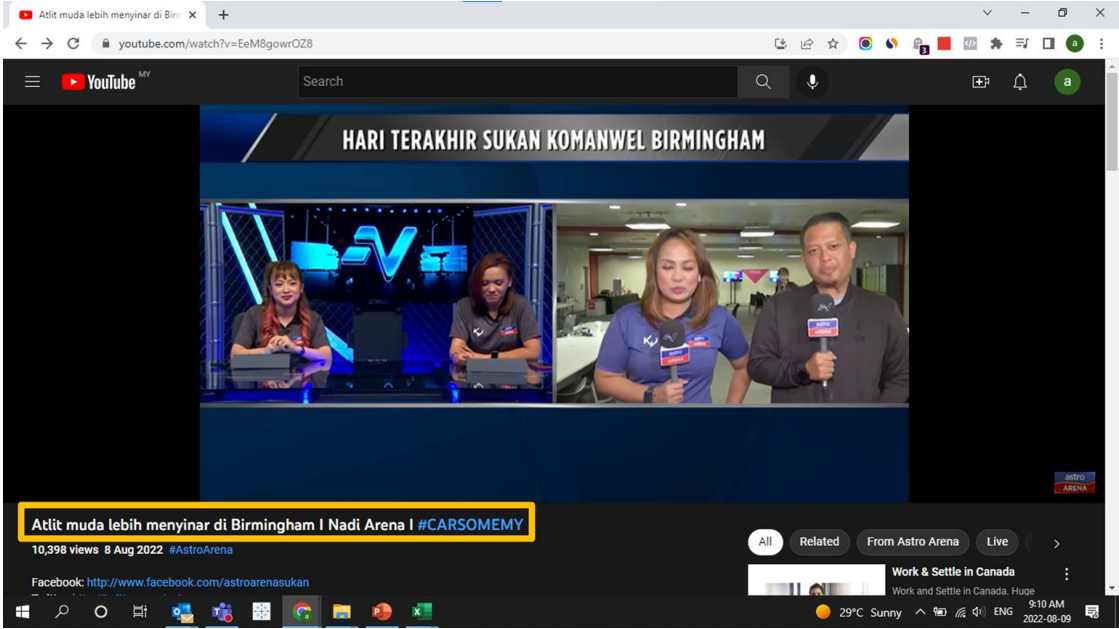


Branded Video Playlist

Platform	YouTube (Desktop, mobile and connected TV)
Text	20 characters (Max) Example: Cantona Certified

YOUTUBE PSP SPONSORSHIP

(BRAND INTEGRATION) - BRANDED VIDEO TITLE HASHTAG

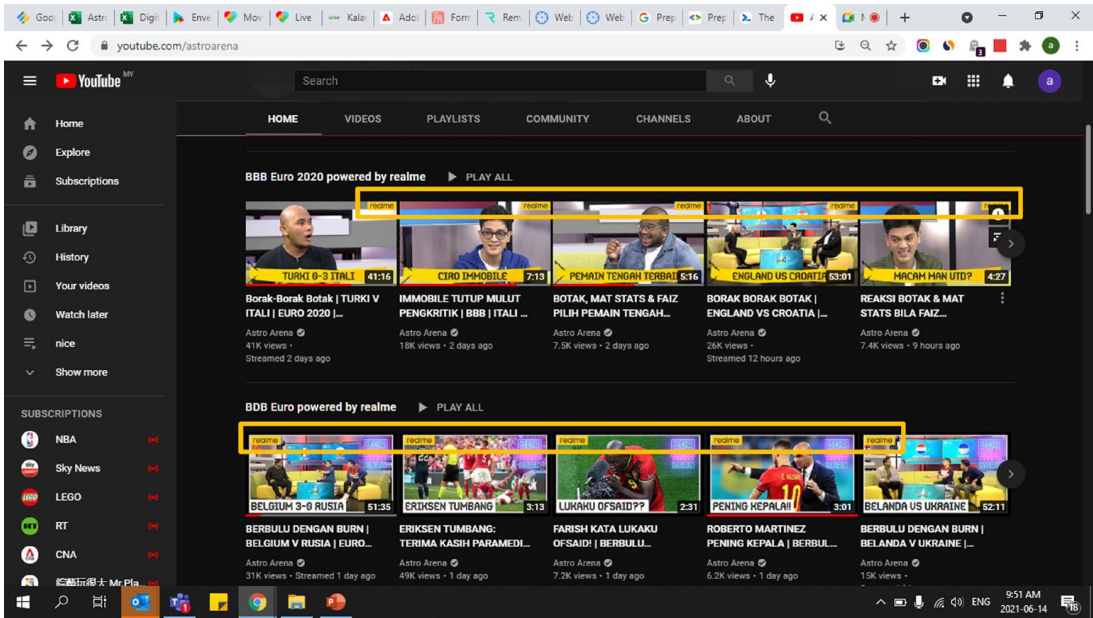


Branded Video Title Hashtag

Platform	YouTube (Desktop, mobile and connected TV)
Text	20 characters (Max) Example: #carsomemy

YOUTUBE PSP SPONSORSHIP

(BRAND INTEGRATION) - BRANDED VIDEO THUMBNAIL

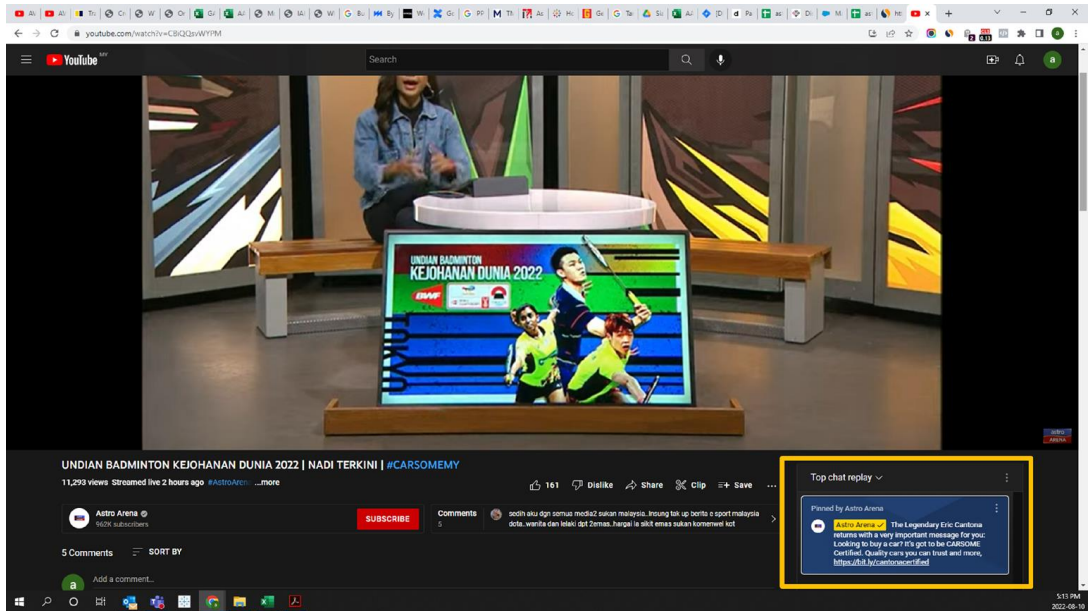


Branded Video Thumbnail	
Platform	YouTube (Desktop, mobile and connected TV)
File Format	PNG
Dimension (W x H)	300 x 300px
File Size	1MB (Max)
Remarks	Brand/campaign logo

YOUTUBE PSP SPONSORSHIP

(BRAND INTEGRATION) - BRANDED PINNED CHAT MESSAGE

(Live Stream)

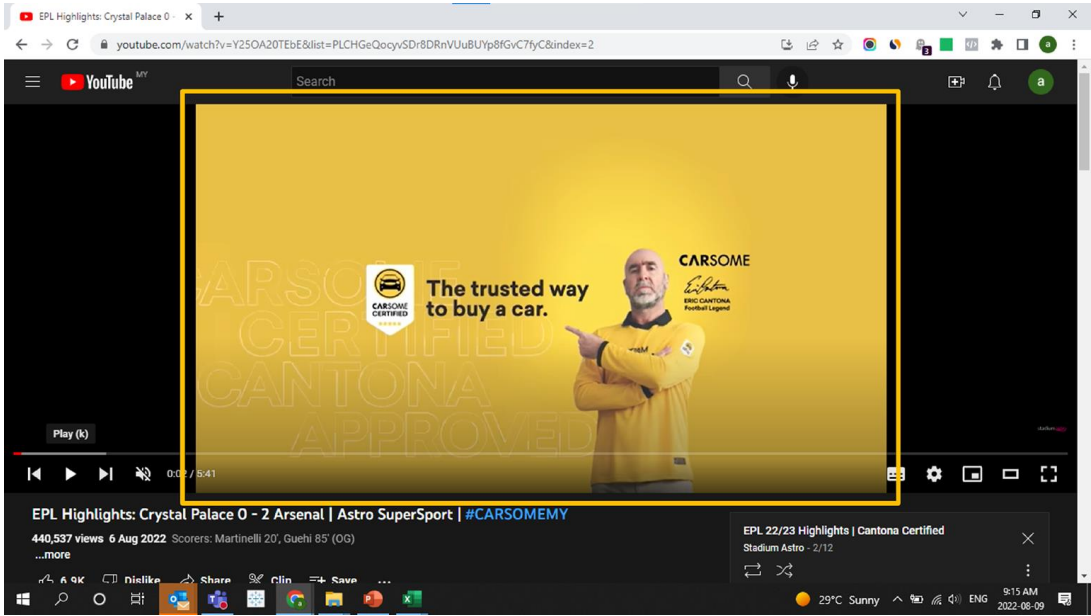


Branded Pinned Chat Message (Live Stream)

Platform	YouTube (Desktop, mobile and connected TV)
Text	200 characters (Max) Example: The Legendary Eric Contana returns with a very important message for you: Looking to buy a car? It's got to be CARSONEMY Certified. Quality cars you can trust and more, https://www.carsome.my/
Remarks	Appears in Live chat during Live stream only.

YOUTUBE PSP SPONSORSHIP

(BRAND INTEGRATION) - BRANDED 3 SECS INTRO



Branded 3 secs Intro

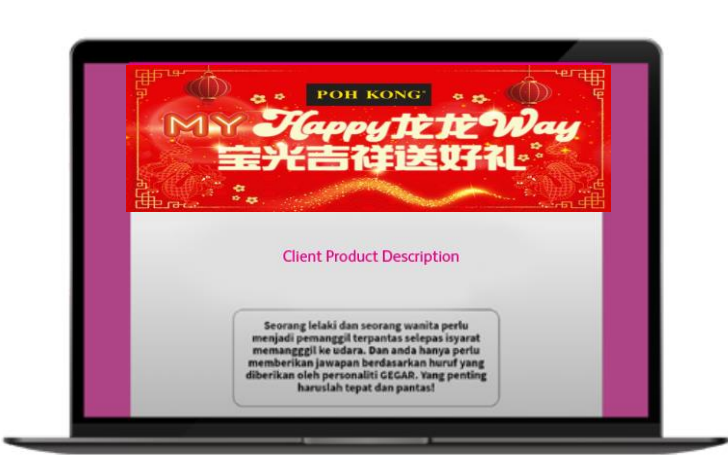
Platform	YouTube (Desktop, mobile and connected TV)
File Format	Working files in Adobe Illustrator or Photoshop
Dimension (W x H)	2560 x 1440px (Min)
Aspect Ratio (W x H)	16:9
File Size	6MB (Max)
Remarks	Example: Carsome sample (refer to first 3 secs before the actual content starts), https://www.youtube.com/watch?v=oJlWlc2hsTg&list=PLORlIcEjczcJuFcm95wjeJ1NEtpqyqFk-&index=65



SPONSORSHIP

PROMO PAGE

Native ad type. Display banner.



DESKTOP



MOBILE

Promo Page		
	Desktop	Mobile
File Format	JPG/PNG/HTML5	JPG/PNG
Header Dimension (W x H)	1400px x 430px	600 x 800px
File Size	700KB	200KB
Animated	No	No

SPONSORSHIP PAGE

Native ad type. Display banner.



DESKTOP

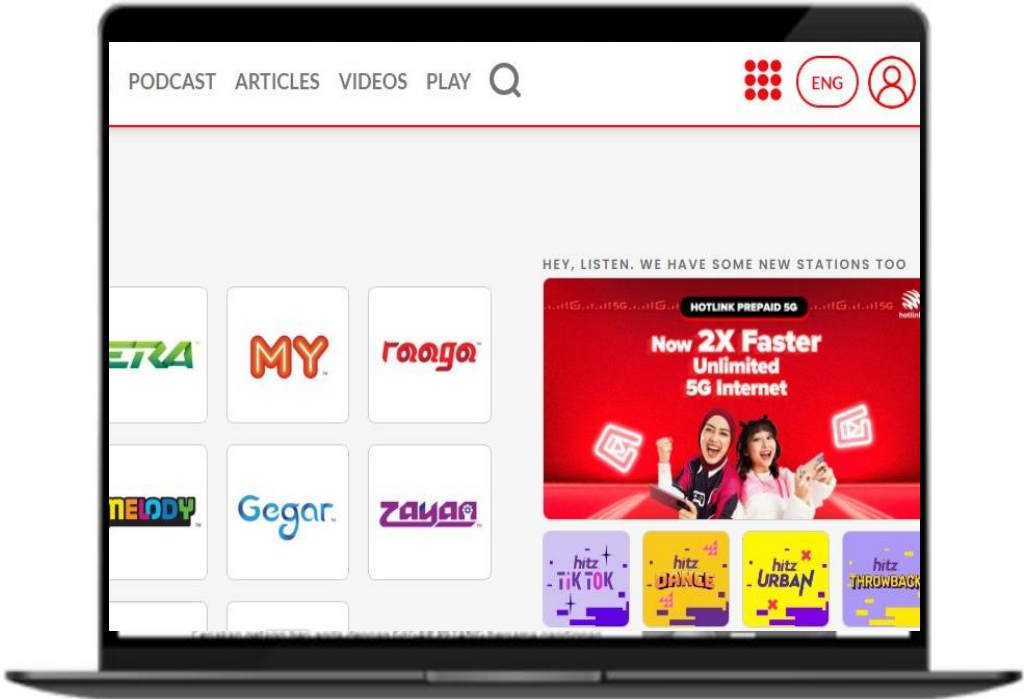


MOBILE

Sponsorship Page		
	Desktop	Mobile
File Format	JPG/PNG/HTML5	JPG/PNG
Header Dimension (W x H)	1140 x 350-600px	600 x 700px
File Size	Less than 1MB	Less than 200KB
Animated	Yes	No

PLAYER HIGHLIGHTS

Music player highlight



DESKTOP

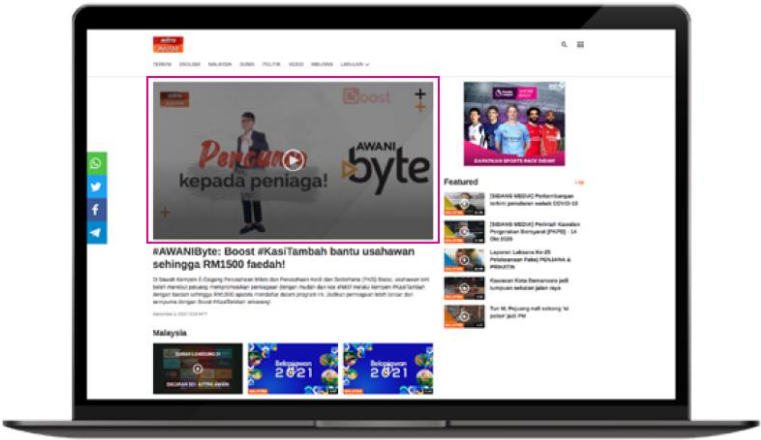
Player Highlights	
	Desktop
File Format	JPEG
Dimension or the W x H)	Large Desktop Size: 960 x 540px
File Size	72 dpi
Animated	No

VIDEO ADS



AWANI BYTE & ARENA XPRESS VIDEO

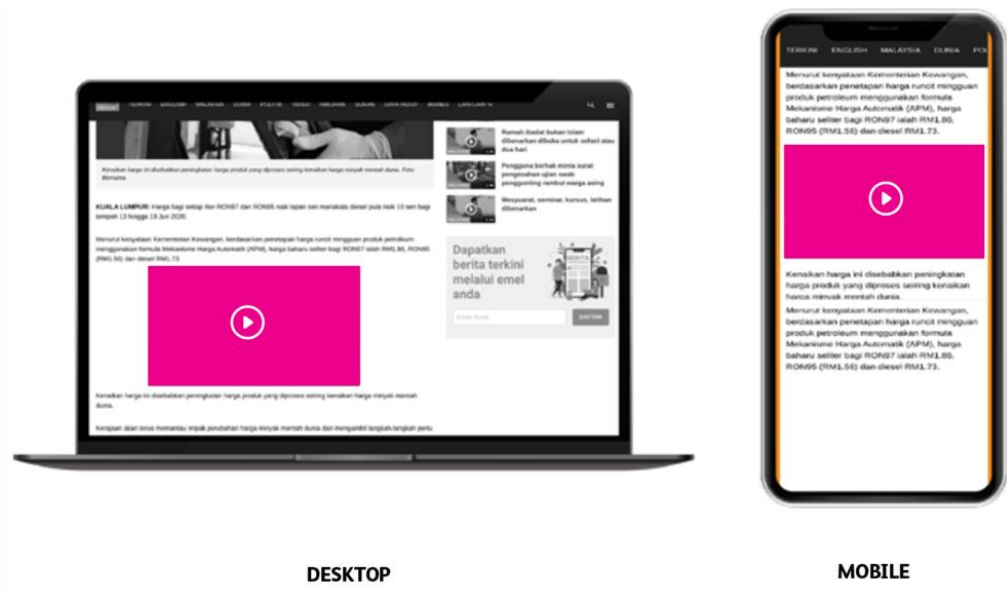
Branded news in video format with a concise messaging.



VIDEO ADS

IN VIEW VIDEO (Outstream)

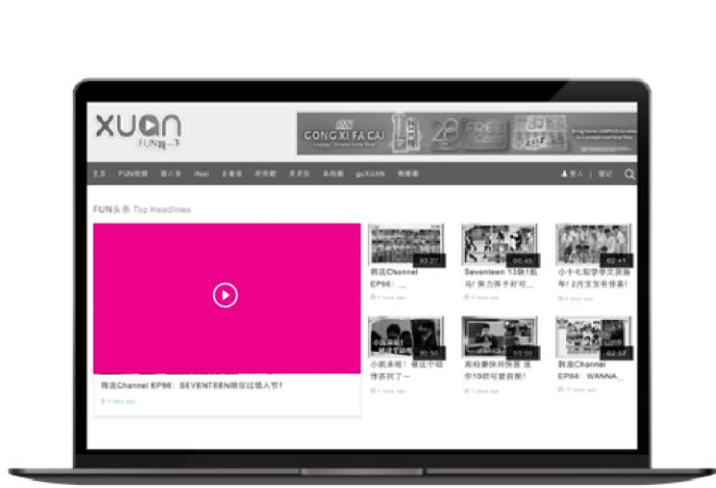
Ad that is shown before, during or after video watching. Max duration is 30 secs.



In View Video (Outstream)		
	Desktop	Mobile
File Format	MP4	MP4
Duration	Up to 30 secs	Up to 30 secs
Codecs	H.264/AAC, VP8/VP9	H.264/AAC, VP8/VP9
File Size	Less than 10MB	Less than 10MB
Dimension (W x H)	640 x 480px	400 x 300px
Video Controls	Play/Pause, Mute/Unmute, Replay	Play/Pause, Mute/Unmute, Replay
Bit Rate	Max 700	Max 700
Responsive	Yes, minimum is 300px and maximum is 700px	Yes, minimum is 300px and maximum is 700px
Third Party Ad Serving	No	No
Third Party Ad Tracking	Impression tracking & click	Impression tracking & click

PRE-ROLL VIDEO (Instream)

Video ad before content streams.



DESKTOP



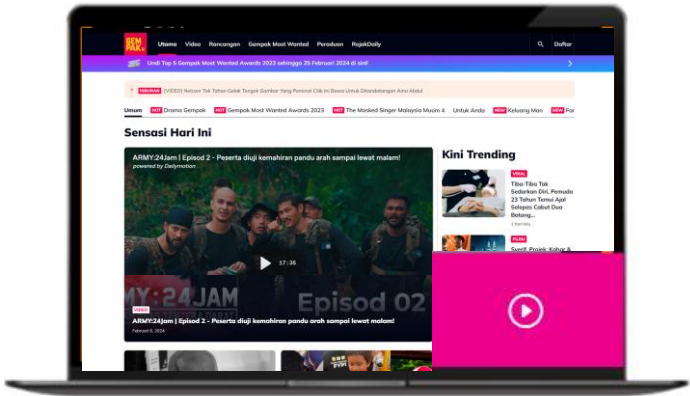
MOBILE

Pre-roll video (Instream)		
	Desktop	Mobile
File Format	MP4	MP4
Duration	Up to 30 secs	Up to 30 secs
File Size	Less than 10MB	Less than 10MB
Dimension (W x H)	640 x 480px	400 x 300px
Audio Playback	From video	From video

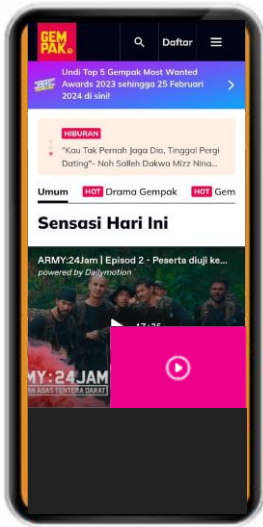
**Skippable video ad applies to any ad duration (e.g. 6, 10, 15, 30 secs & above) & the 'Skip Ad' button begins at 5 secs.*
**Non-skippable video ad applies to maximum ad durations of 15 secs & below only.*
**Also applicable to AWANI, SYOK & sooka mobile apps.*

VIDEO CATFISH

Video appears at the bottom of the page.



DESKTOP



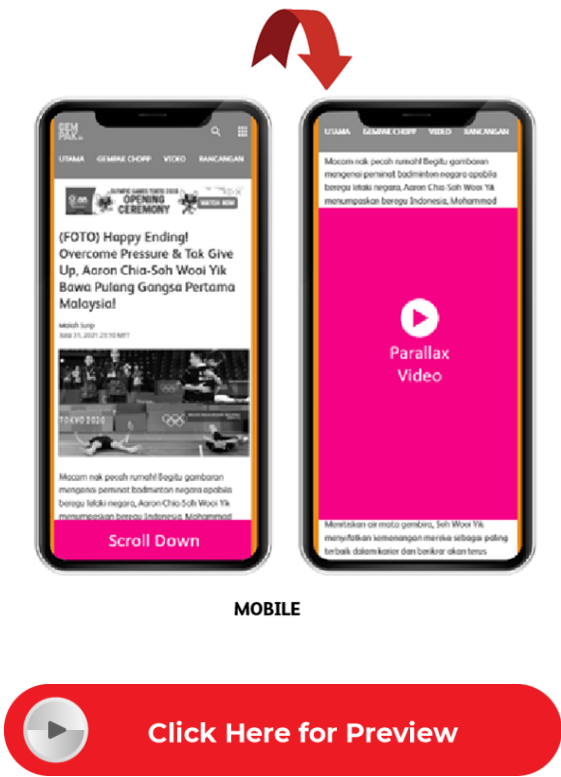
MOBILE



Video Catfish		
	Desktop	Mobile
File Format	MP4	MP4
Duration	Up to 30 secs	Up to 30 secs
Codecs	H.264/AAC, VP8/VP9	H.264/AAC, VP8/VP9
File Size	Less than 10MB	Less than 10MB
Dimension (W x H)	640 x 480px	400 x 300px
Video Controls	Play/Pause, Mute/Unmute, Replay	Play/Pause, Mute/Unmute, Replay
Bit Rate	Max 700	Max 700
Third Party Ad Serving	No	No
Third Party Ad Tracking	Impression tracking & click	Impression tracking & click

VIDEO PARALLAX

A video ad appears within an article seamlessly as user scrolls to read it more.



Video Parallax	
	Mobile
Video	
File Format	MP4
Video Aspect Ratio	9:16
File Size	5MB
Duration	Up to 30 secs
Landing Page URL	1 URL

ADVANCE

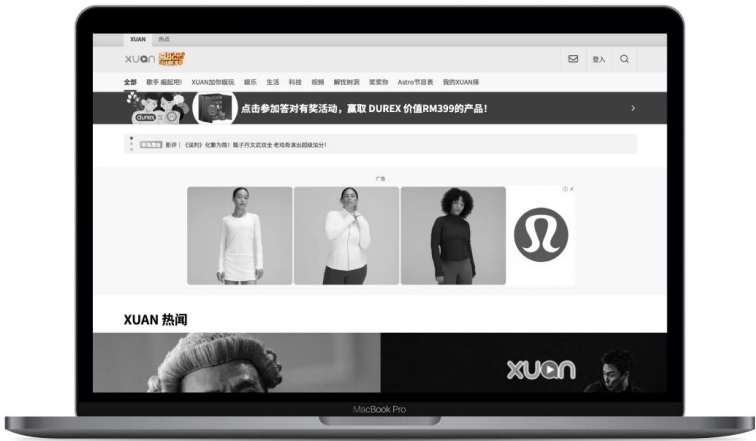
DISPLAY

(DESKTOP & MOBILE)



HEADER LOGO

Displays the client’s logo prominently on the site header and visible across all pages.



DESKTOP

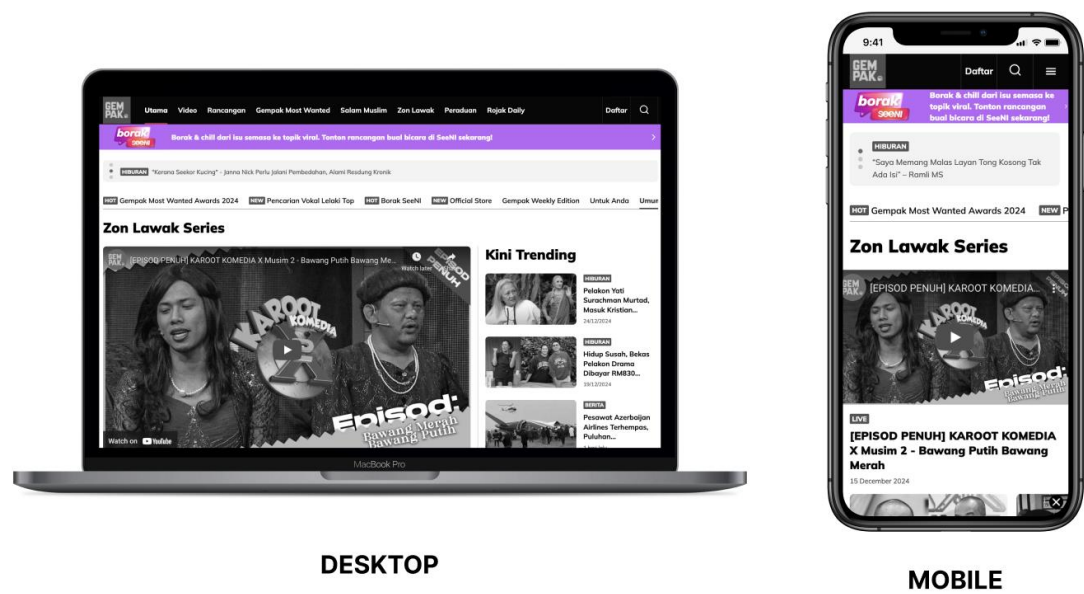


MOBILE

Header Logo		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	550 x 489px	
Landing Page URL	1 URL	
Remarks	Brand/campaign logo	

Header Banner

A banner displayed below the header across the site. It features promotional messages, announcements, or advertisements.



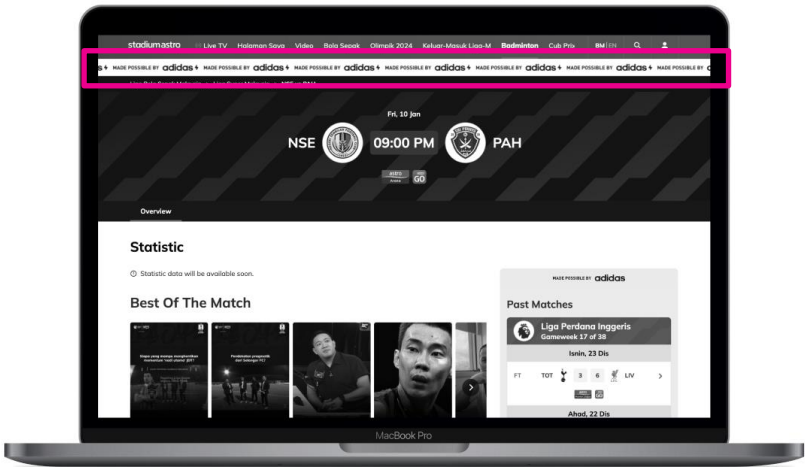
DESKTOP

MOBILE

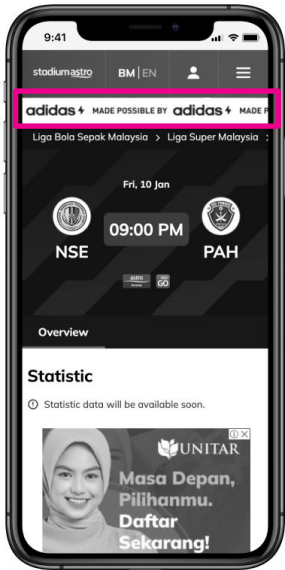
Header Banner		
	Desktop	Mobile
Image Format	JPG/PNG	
Image Size	500KB	
Image Dimension (W x H)	1250 x 484px	
Title	1-90 characters <i>*Does not support Emojis & special characters - "{" or "#"</i>	
Background Colour	Colour in hex code eg. #999999	
Landing Page URL	1 URL	

Header Marquee Banner

A marquee banner widget displays logo or slogan of the clients or sponsors in a marquee layout. A banner displayed below the header on a page.



DESKTOP



MOBILE

Header Marquee Banner		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	212 x 16px	
Remarks	Brand/campaign logo	

ARTICLE/VIDEO BANNER

A rectangle banner on top of all the article OR bottom of the video on the website.

Article Banner

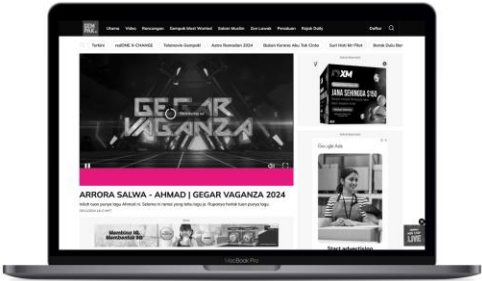


DESKTOP



MOBILE

Video Banner



DESKTOP



MOBILE

Article/Video Banner		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	1488 x 80px	656 x 80px
Landing Page URL	1 URL	

PINNED CONTENT

A pinned article or video at the hero carousel section of a website.

Style 1
Stadium Astro
XUAN
Hotspot



Style 2
Gempak



Pinned Content		
	Desktop	Mobile
Thumbnail Format	JPG/PNG	
Thumbnail Size	500KB	
Thumbnail Dimension (W x H)	1920 x 1080px	810 x 280px
Landing Page URL	1 URL	
Tag's text	1-20 characters <i>*Does not support Emojis & special characters - "{" }" or "#"</i>	
Title	1-60 characters <i>*Does not support Emojis & special characters - "{" }" or "#"</i>	
Description	1-60 characters <i>*Does not support Emojis & special characters - "{" }" or "#"</i>	

BANNER CAROUSEL OVERLAY

An overlay brand mention on the selected banner.



DESKTOP

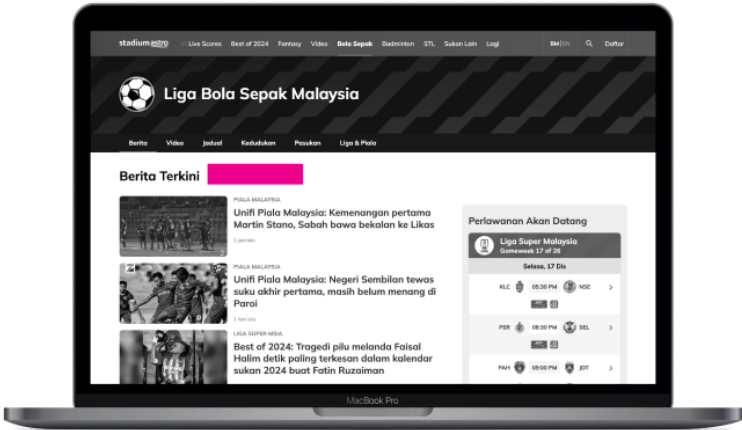


MOBILE

Banner Carousel Overlay		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	1048 x 236px	
Remarks	Visual with text "brought to you by" and brand/campaign logo	

BRANDED TITLE

A brand mention on the selected category page.



DESKTOP



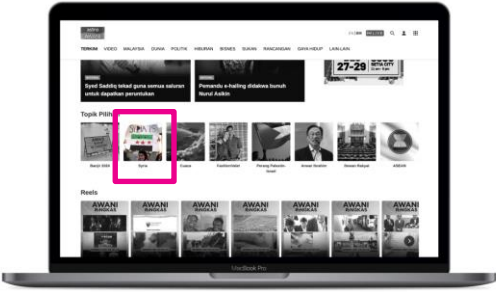
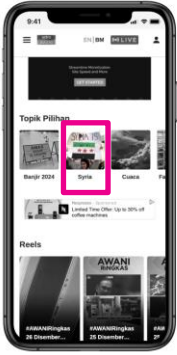
MOBILE

Branded Title		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	212 x 16px	
Remarks	Visual with text "brought to you by" and brand/campaign logo	

CONTENT AD SLOT

Featured client's ad on the website homepage.

S1: Awani and Ulagam

DESKTOPMOBILE

S2: XUAN and Hotspot




DESKTOPMOBILE

S3: Gempak

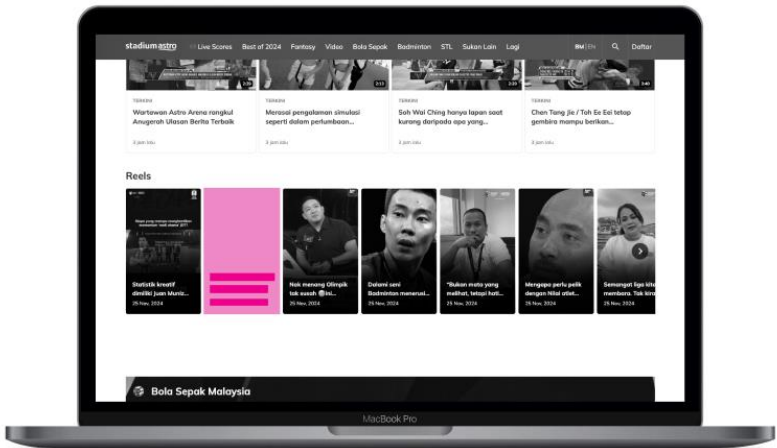



DESKTOPMOBILE

Content Ad Slot		
	Desktop	Mobile
Thumbnail Format	JPG/PNG	
Thumbnail Size	500KB	
Thumbnail Dimension (W x H)	S1: 419 x 419px S2 & S3: 1920 x 1080px	
Landing Page URL	1 URL	
Tag's text	1-20 characters <i>*Does not support Emojis & special characters - "{}" or "#"</i>	
Title	1-60 characters <i>*Does not support Emojis & special characters - "{}" or "#"</i>	

REELS AD SLOT

Featured client video reels in the reel listing carousel.



DESKTOP

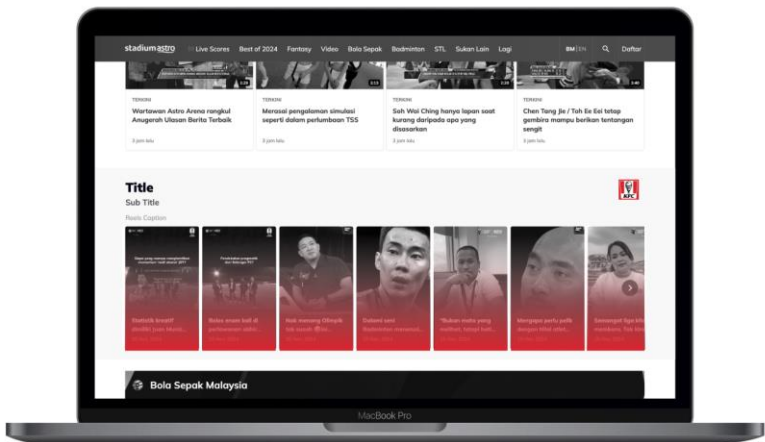


MOBILE

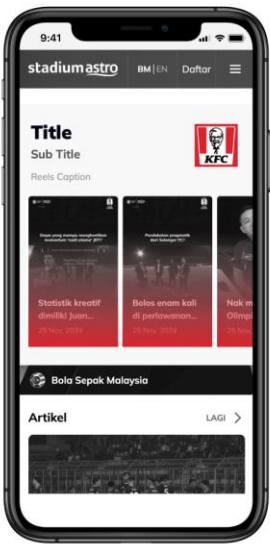
Reels Ad Slot		
	Desktop	Mobile
File Format	MOV / MPEG4 / MP4 / AVI / WMV / MKV / FLV	
Dimension (W x H)	9:16	
File Size	2GB	
Title	1-34 characters <i>*Does not support Emojis & special characters - "{" or "#"</i>	

REELS OVERLAY

An overlay colour theming on video reels section.



DESKTOP



MOBILE

Reels Overlay		
	Desktop	Mobile
Icon Dimension	300 x 300px	
Icon Format	JPG/PNG	
Icon Size	500KB	
Colour	Brand colour hex code	
Title	1-90 characters ; 1-26 Chinese characters <i>*Does not support Emojis & special characters - "{" or "#"</i>	
Subtitle	1-90 characters ; 1-58 Chinese characters <i>*Does not support Emojis & special characters - "{" or "#"</i>	
Caption	1-90 characters ; 1-72 Chinese characters <i>*Does not support Emojis & special characters - "{" or "#"</i>	

CONTENT PAGE BREAKER

Designed to showcase sponsored contests or related content. A separator within a page.

5 contents



DESKTOP



MOBILE

1 content + 1 banner



DESKTOP

MOBILE

4 contents + 1 banner



DESKTOP

MOBILE

>5 contents + 1 banner



DESKTOP

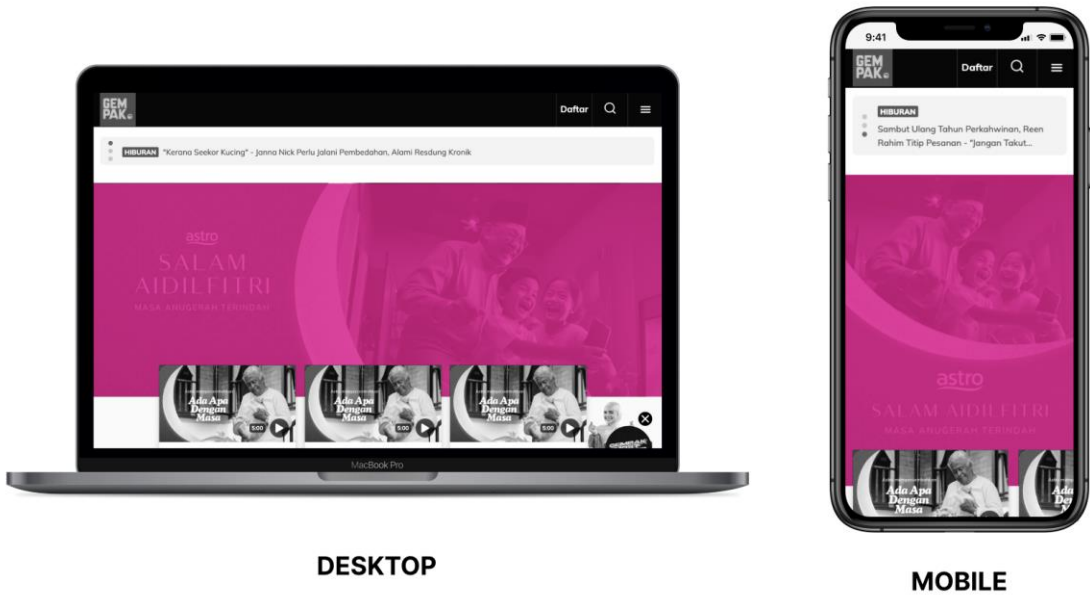
MOBILE

Content Page Breaker

	Desktop	Mobile
Contents	A list of articles/videos/links with 16:9 thumbnail, title and URL from client	
Image Format	JPG/PNG	
Image Dimension (W x H)	Thumbnail: 16:9 Banner (only applicable to Rancangan Page): 1:1	
Image File Size	500KB	
Video File Format	MOV / MPEG4 / MP4 / AVI / WMV / MKV / FLV	
Video File Size	2GB	
Title	1-90 characters <i>*Does not support Emojis & special characters - "{" or "#"</i>	
Description (only applicable to Rancangan Page)	1-90 characters <i>*Does not support Emojis & special characters - "{" or "#"</i>	
Background Colour	Colour in hex code eg. #999999	
Landing Page URL	1 URL (view more link)	
Remarks	Support content grouping with tabs	

BRANDED HERO BANNER

A branded hero banner on a sponsor/microsite page.



Branded Hero Banner		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	3837 x 1431px	1080 x 1431px
Remarks	Theming or embed client's logo on the campaign banner	

MARQUEE BANNER

A marquee banner widget displays multiple logos of the sponsor or images in a marquee layout.



DESKTOP



MOBILE

Marquee Banner		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	704 x 560px	
Remarks	Support image/logo grouping with labels	

RECTANGLE BANNER

Rectangle banner on the website's sponsor page.



DESKTOP

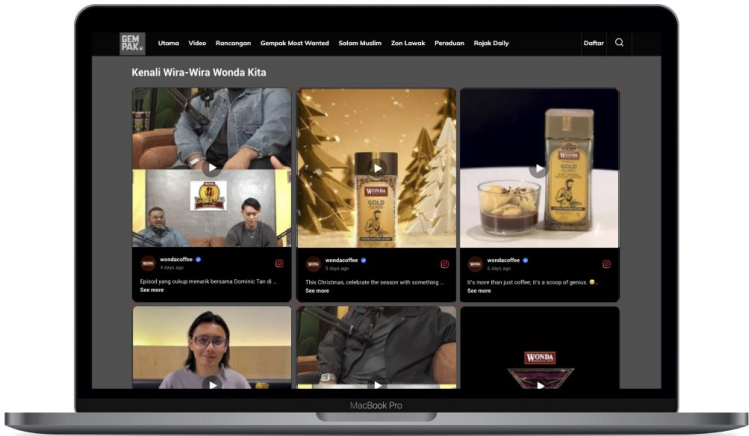


MOBILE

Rectangle Banner		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	2364 x 816px	810 x 280px
Landing Page URL	1 URL	

SOCIAL MEDIA POST DISPLAY

Embed social media feeds, UGC and hashtag campaigns on the website.



DESKTOP

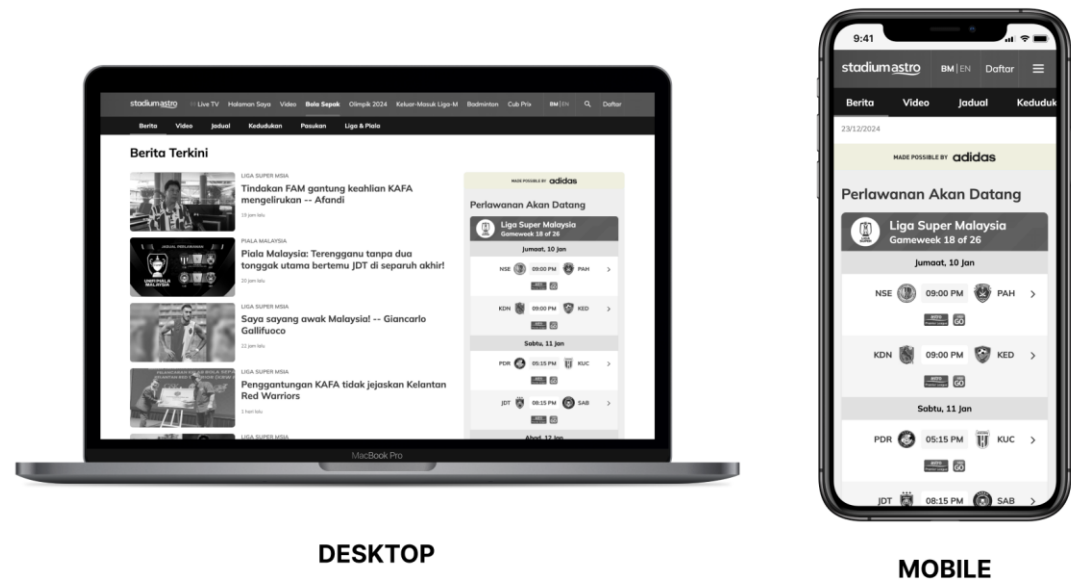


MOBILE

Social Media Post Display		
	Desktop	Mobile
Title	1-90 characters <i>*Does not support Emojis & special characters - "{ }" or "#"</i>	
Source	Instagram, Facebook, Threads, YouTube, TikTok, Twitter, LinkedIn or RSS	
Methods	Hashtag or client's social media account	
Examples	Contest feeds, Shoppable TikTok/Instagram video with product card	

FIXTURES WIDGETS BANNER

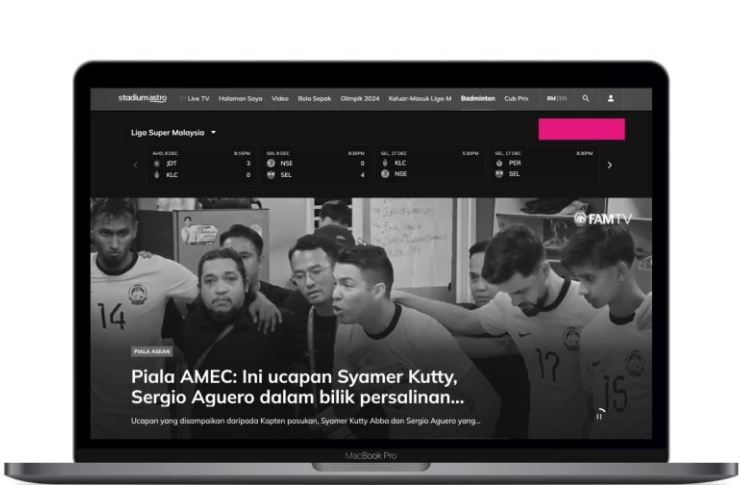
A brand mention on the scoreboard. – for example, visual with text "brought to you by Adidas".



Fixtures Widget Banner		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	416 x 44px	375 x 44px
Remarks	Visual with text "brought to you by Adidas" and brand/campaign logo	

BRANDED SCOREBOARD

A brand mention on the scoreboard. – for example, visual with text "brought to you by Adidas".



DESKTOP



MOBILE

Branded Scoreboard		
	Desktop	Mobile
File Format	JPG/PNG	
File Size	500KB	
Dimension (W x H)	212 x 16px	
Remarks	Visual with text "brought to you by" and brand/campaign logo	